

# AWARD-WINNING DVB-T2 SOLUTION INCLUDES CUSTOMISED EQUIPMENT FROM EXIR BROADCASTING

*DNA is Finland's largest cable operator and fastest growing mobile operator. At this year's IBC2011 Awards Ceremony the company received two prestigious awards for its innovative DVB-T2 solution. Implemented by Ericsson, the unique solution includes specially adapted combiners from Exir Broadcasting.*

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**MARCEL VAN DER VLIET, ERICSSON**

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**PHOTOGRAPER:** Mats Lundqvist

**WHEN THE MONOPOLY** for terrestrial TV networks in Finland came to an end in 2009, DNA was granted licenses to build a terrestrial HDTV network according to the new DVB-T2 standard. The challenge DNA faced was how to establish a spectrally efficient system within a relatively short amount of time. Would they have to lease existing equipment, or build an entirely new network?

“The idea DNA finally decided to go for was to roll out a new HDTV distribution network using its own, existing telecom masts,” says Marcel van der Vliet, Solution Manager Engagement Practice TV & Media Management at Ericsson. “What that decision meant in practice, was a departure from conventional, high-power broadcasting transmitters and equipment.”

## **NEED FOR CUSTOMISED COMBINER SYSTEMS**

DNA selected Ericsson as the system integrator

for the project, and the fact that the licenses were in the VHF frequency range created an immediate challenge for them. “VHF combiners are typically larger due to the long wavelength. But DNA's requirements called for the smallest possible footprint,” explains Marcel. “So we had to come up with a VHF broadcasting solution that was compact enough to fit inside small base station sites, but that wouldn't compromise performance.”

As a solutions manager, Marcel is used to looking for the right suppliers and partners for the specific project, which in this case led him to Exir Broadcasting. “Exir Broadcasting was able to create a customised combiner solution that not only met DNA's space requirements, but also promised the performance we were looking for.”



Combiner systems from Exir Broadcasting, readyt for delivery.

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**NICLAS ROSVALL, EXIR BROADCASTING**

### FIRST OF ITS KIND

Niclas Rosvall, General Manager at Exir Broadcasting, points out that another factor that makes DNA’s solution so unique is that the multiplexes are operated in VHF band III in DVB-T2 technology. The solution combing frequency and time diversion of the DVB-T2 signal with the favourable coverage properties of VHF band III, the implemented network of DNA visualise new exiting possibilities for digital broadcasting. “It’s the first such network of its kind anywhere,” says Niclas, “so of course it feels a bit exciting to be a part of something like that.”

### PRESTIGIOUS AWARDS

DNA launched commercial pay TV services in the new DVB-T2 network this past August. In September, the company was honoured at the IBC2011 Awards Ceremony held in Amsterdam. Not once, but twice. The first was when its solution was announced as the the winner of its category, ‘Innovation Award for Content Delivery.’

“But what was especially gratifying,” says Marcel van der Vliet, “was that DNA also won the Judges’ Prize. That means it was picked by the judges as the very best innovation from the entire field of 130 entries across all categories!” Marcel, who was in the audience during the elaborately staged event, says that it almost felt like winning an Oscar.

So far, Exir Broadcasting has delivered about 30 combiner systems to the DVB-T2 network, which currently provides coverage for about 70% of Finland’s TV viewers. And both Marcel and Niclas agree that the successful implementation in Finland could serve as a possible model for other markets. “With digital switchovers taking place and new operators popping up everywhere thanks to more free competition,” says Marcel, “solutions like DNA’s could certainly be interesting for other markets in Europe and elsewhere.” ■