



## Cable 14 Creates Multi-hub Path for Live Provincial Election Coverage

### CHALLENGE

Based in Hamilton, Ontario, an hour outside Toronto, the hub for the majority of provincial broadcasters—Cable 14 found themselves in the same community as one of the political party leaders during the 2018 Provincial Election. As a community broadcaster already specializing in local political programming, Cable 14 was challenged to provide reliable, high-quality live coverage from the party leader's headquarters on election night—for themselves and the broadcast pool across the country.

A broadcast pool was formed by a majority of the broadcasters in Ontario. With one of the party leaders being based in Hamilton, Cable 14 undertook the role of “host broadcaster” for its headquarters with responsibility to provide pool coverage to all other Ontario broadcasters. Leading up to election night, there was much conjecture that the Hamilton-based leader would be elected as the new Premier of Ontario. There was no room in this exercise for a loss of transmission.

*“ Live programming is a major element of our overall content strategy and Dejero has allowed us to step away from fixed line connections. The capabilities of their blended cellular solutions have opened up new opportunities. ”*

*- Bill Custers, Broadcast Operations Manager, Cable 14*

### ABOUT CABLE 14

Cable 14 showcases the Greater Hamilton area as the best place to live, work, play, and learn by promoting innovation, engaging citizens, and providing an avenue for diverse voices and alternative choices. It is imperative that Cable 14 continues to provide a vehicle for the people of Hamilton and the surrounding communities to express their views, see others, and be seen as a part of the community.

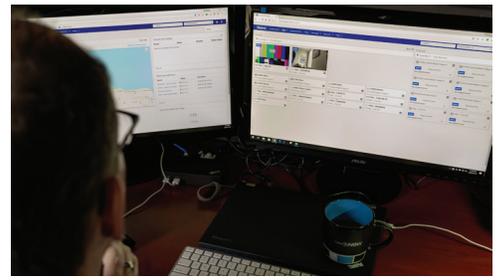
A division of TV Hamilton Limited, an independent community programming network, the station focuses on the greater Hamilton community, serving around 150,000 cable subscribers with a hyper-local focus on live sports and political programming.

## SOLUTION

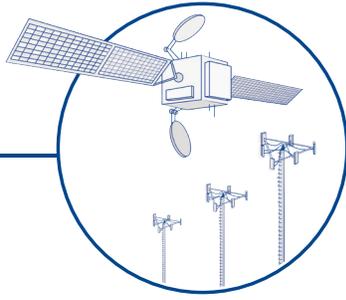
Blended cellular technology to support reliable, live political programming.

Dejero technology enabled newsgathering and video contribution professionals to reliably broadcast live from the leader's election headquarters on election night.

Cable 14 used a fiber connection from the convention center where the leader's headquarters were and brought the signal back to its studios about two kilometers away. Dejero transmitters were used to transmit from their studio to the Toronto Telecommunications Operations Centre (TOC). Other broadcasters could then take the signal from there. For its own broadcast on election night, Cable 14 field crews were live throughout the city using the Dejero Mobile App that enables live broadcast from virtually anywhere when traditional broadcast equipment is not at the scene, to transmit live and send stories back to headquarters.



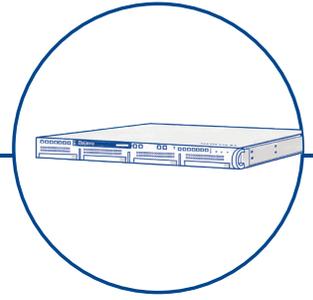
Dejero transmitter with Core software



Dejero connectivity services



Dejero Control



Dejero receiver

Fiber connectivity in Canada is one of the most built-out networks in the world. With fiber readily available connecting Cable 14 into the numerous locations in their market, they were able to make their live content available to other stations. However, in cases where a stations are not connected via fiber or other means for sending and/or receiving the live feed, Dejero MultiPoint solves the distribution challenge.

In addition to transmitters, Cable 14 used the Dejero cloud-based Control platform to monitor and route all the live feeds coming in. The cloud management and reporting of IP video completed the installation for the broadcaster, enabling it to share resources across users, automatically respond to issues, and create virtual networks when needed.

“Thanks to Dejero, we could also share our local resources and content with other broadcasters outside our own network such as YourTV (Cogeco), RogersTV, and CHCH.”

## RESULTS

With Dejero technology, Cable 14 was able to be the host broadcaster for a party leader’s headquarters during provincial elections. Their system became a multi-hub path with the ability to get the signal from Hamilton to Toronto to the nation without incurring additional costs.

“It was a big job to control who goes live when and how the feeds come in, but it all worked flawlessly. It was an opportunity not only for us to do our own coverage of election night, but because one of the party leaders represents our local community, we acted as host broadcaster in a completely discreet production where we fed that signal exclusively back to the TOC.”

### Increasing live programming

“In addition to the election coverage, the blended cellular technology of Dejero’s transmitters has allowed us to go live from an increased number of sporting venues, in particular ice hockey rinks, that wouldn’t have been possible before.”

Positioned as a brand that is live, local, and online, Cable 14 increased their live programming to 30% of their broadcast schedule since deploying Dejero technology.

Need help building the right solution for your video transport needs?

Start the conversation today with one of our sales representatives.

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