

CASE STUDY CITY OF BEDFORD HEIGHTS

Overview

- Locally broadcasting network needed to reach a larger audience
- New solution was designed to extend viewership
- All communities in the surrounding area are able to access local channel



Unhappy with the current solution for local television programming, Wendy Grant, Council-At-Large for the City of Bedford Heights spearheaded the project to upgrade the city's infrastructure and implement AT&T U-Verse. One thing they didn't want to lose was their community channel.

Action

Working with her AT&T representative, Grant was introduced to IDS as their premier PEG service provider. While AT&T is committed to carrying Public, Educational and Governmental programming over U-verse, an IP streaming device was needed to host a local television channel and make it available to the community. That is where IDS came in.

The city purchased a Cisco AS3500 encoder to push out streaming content for their local station. One of the main benefits of using the encoder solution and AT&T U-verse is that anyone with U-Verse can now view their station. "With our previous provider, our viewing area was very limited. Now with our PEG encoder and U-verse we have a much wider viewership." This is a key point for the city because their school district serves four separate communities.

Results

Now all communities can see what is being broadcast on the City of Bedford Heights channel. Since the switch, the city has enjoyed no technical problems with the encoder or the service. "We are very happy we made the change," said Grant.

“WE SHOW COMMUNITY CONTENT ON OUR CHANNEL, INCLUDING ANNOUNCEMENTS AND SPECIAL EVENTS. WE DEFINITELY WANTED TO PRESERVE THAT.”

*WENDY GRANT
COUNCIL-AT-LARGE*