



# Setting free

Fully adopting IP may be the factor that truly advances outside broadcast to the next level. **Matthew Corrigan** meets Ed Tischler, director of Over Exposed, and finds out how the company is embracing a technology-powered future

**T**hanks to the coincidence of two major sporting events with elections in the UK, USA and numerous other territories around the world, 2024 provided the media and entertainment industry with an embarrassment of riches in terms of opportunities to test new ideas and workflows. Throughout the year, IP migration grew steadily. And with confidence in the cloud as a secure, flexible base for operations increasing, broadcasters and streamers are continuing

to expand beyond the traditional fixed infrastructure model, streamlining production workflows and adopting flexible ways of working in line with the changing demands of an evolving audience.

Ever-improving connectivity is simplifying complex operations and encouraging collaboration, allowing production to take place virtually anywhere. Cloud-based solutions are gaining in popularity, becoming standard across the industry and opening up possibilities for new technologies such as AI, streamlining workflows and driving efficiencies both in cost terms and the all-important area of sustainability.

By their nature, companies providing outside broadcast services are perfectly placed to take advantage of the technological innovations that are advancing exponentially across the field. One such business is London-based Over Exposed, which provides outside broadcast and live streaming services both in the UK and overseas, and has partnered with clients including DAZN and UEFA on events such as the Champions League, Women's Super League plus major boxing events, film premieres and others.

Over Exposed currently runs a fleet of three state-of-the-art OB trucks along with multiple de-rig flyaway

## IP MIGRATION

systems and remote galleries that can be deployed flexibly in a wide range of locations. Ed Tischler, Over Exposed's director, explains how the company is embracing innovation and offers an overall look at the direction of travel for IP in the broadcast business.

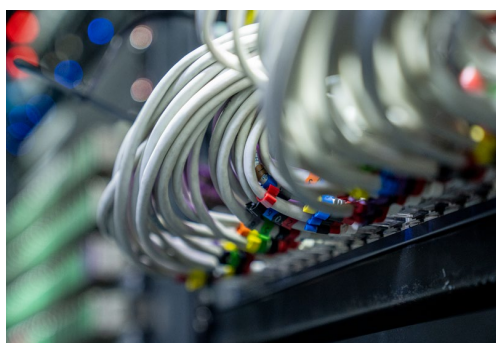
He begins by considering the main challenges that are still to be overcome with IP migration for live event production. "Undoubtedly, the transition from traditional baseband workflows to IP-based infrastructures brings significant benefits in terms of scalability and flexibility. However, the shift presents both technical and commercial hurdles that must be carefully managed," Tischler says. "One of the immediate challenges is the increased complexity within workflows and core infrastructure. The key question is whether the advantages of adopting IP-based standards justify the costs and the risks involved in migration. While interoperability has improved, full standardisation is still evolving, requiring ongoing collaboration across the industry."

Echoing the comments of many of his peers, Tischler goes on to recognise some of the issues that have traditionally been seen as barriers to IP migration, explaining how they can be overcome. "Key technical concerns will often include latency management, precision timing, and ensuring seamless network-based workflows. Guaranteeing high-speed, uninterrupted data transmission without jitter or packet loss is critical, particularly in remote production environments where multiple connectivity providers are involved. While these issues can be controlled in localised environments, they become significantly more challenging when scaling for global live productions.

"Ultimately, success depends on bridging internal skill gaps and ensuring that investment decisions are made strategically. Some early adopters faced costly missteps with short-lived hardware investments that failed to deliver long-term value. Now, as the industry moves towards more mature IP integration, businesses need to carefully evaluate their second and third investment cycles, ensuring that new solutions address past inefficiencies rather than simply applying quick fixes. A phased and well-planned approach, balancing innovation with financial sustainability, will be the key to long-term success."

### The interoperability question

Equipment manufacturers are increasingly aware of the need to ensure interoperability. In today's highly competitive marketplace, productions operating under strict budgets need to know that their kit is able to work



**ABOVE: Over Exposed currently runs a fleet of three OB trucks along with multiple de-rig flyaway systems and remote galleries that can be deployed flexibly in a wide range of locations**

together. Addressing this, Tischler points to standards being key. "It could be easily argued that interoperability in an SDI world was a solved problem and the migration to IP opened up a huge can of worms," he says, adding, "Initial IP offerings centred around manufacturers' proprietary protocols. The adoption of SMPTE ST 2110 has been a crucial step in improving interoperability, with more manufacturers aligning with this standard. It is fast becoming the industry norm, and while ongoing developments will refine it further, it has already addressed many of the early challenges. A few years ago, interoperability was one of the biggest concerns at trade shows and industry discussions. However, the landscape has evolved rapidly. Today, the conversation has shifted from achieving basic standardisation to refining workflows and optimising resource allocation.

"Beyond SMPTE ST 2110, advancements in Software-Defined Networking (SDN) and orchestration platforms have played a key role in streamlining operations. These technologies are allowing broadcasters to manage networks more efficiently, offering greater flexibility and scalability in an increasingly network centric environment."

Over Exposed keeps a constant eye on the future, and has a clear technology roadmap aiming to drive further expansion in its remote production capabilities. The company intends to make use of AI-powered





solutions in delivering more flexibility and scalability. Looking forward, Tischler mentions some of the trends he believes will continue. “One of the most noticeable trends in this evolving landscape is the shift away from traditionally dominant hardware choices. Major manufacturers are having to compete with a much wider range of technology providers, creating a more diverse and competitive market.

“This shift has enabled technical providers to integrate hardware and software in ways that allow them to embed their own intellectual property and

**ABOVE: The adoption of SMPTE ST 2110 has been a crucial step in improving interoperability, with more manufacturers aligning with the standard, says Tischler**

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**ED TISCHLER**

optimise workflows through configuration and design. As a result, they can develop tailored solutions that reshape how broadcasts are produced and delivered to audiences. When implemented effectively, this fosters a wave of creative and customised approaches, giving broadcasters a broader selection of technical partners.”

Expanding, he adds: “Another area gaining momentum is the adoption of augmented and virtual workflows. While initially slower to integrate into mainstream production, they have been increasingly embraced, particularly in presentation studios, where their impact is now more visible. These technologies are transforming the way content is created, providing dynamic and flexible production environments that enhance storytelling and audience engagement.

“Additionally, this evolution has opened opportunities for smaller businesses to leverage their expertise, offering innovative solutions that address the financial pressures of an industry facing increasing commercial demands.”

Perhaps surprisingly, media and entertainment has often been slower to transition to IP than other industries. A point of discussion for several years, actions have not necessarily always followed where words have led. Having overcome its moment of inertia, the movement is now well underway. Tischler ponders how fast and how far it will continue, and whether traditional hardware-based infrastructure will ever be completely overtaken by IP. “The shift towards IP-based workflows is inevitable, but the pace of full adoption remains uncertain,” he says.

“The real challenge isn’t just about advancing IP technology—it’s about ensuring the industry can sustain the necessary investment while keeping up with innovation. For some, the rigid approach to content creation and infrastructure investment must evolve. Broadcasters need to explore new revenue streams, such as cloud-based production services, subscription models, and AI-driven monetisation, to balance the financial burden of this transition. Additionally, collaboration between broadcasters, technology vendors, and cloud providers will be crucial in ensuring that this shift is both technically and financially sustainable.”

Concluding, he returns to his conviction that planning and strategy will be key. “The question isn’t whether IP will dominate, but rather how the industry can transition in a way that preserves reliability and financial stability. Those who take a strategic approach—balancing innovation with sustainable investment—will ultimately be the ones to thrive in this new era of broadcasting.” ■