

Australian Radio Network



Assured delivery for Broadcasting Content

Challenge

- A network typology that can deliver both path and supplier diversity
- Provide physical separation of on-air content and backend business functions
- Proven capability to manage real time audio as well as proprietary and multicast traffic.

Solution

- Layer 2 Carrier Ethernet VPN to Vertel's core infrastructure
- Enterprise SLA providing 24x7 network support and ongoing assistance

Value

- Transportation of traffic between distributed site offices in NSW, QLD, VIC and SA
- Network design providing redundancy in the event a service failure
- Layer 2 carrier grade Ethernet facilitated the management of propriety, digital and IP content.

"The process was seamless from start to finish. From initial project scope, through to the successful delivery, the solution was implemented with minimal disruption to staff or on-air services"

Graeme O'Connor, Group Chief Engineer

Business Challenge

Australian Radio Network (ARN) is the largest owner of commercial radio stations in Australasia, with investments in hundreds of radio stations throughout Australia and New Zealand. In Australia, ARN has a dual brand strategy, with a MIX and Classic Hits music stream and is a leading broadcaster to the commercially important 25 to 54 year demographic listeners in Sydney, Melbourne, Adelaide, Brisbane, Perth and Canberra. A publicly listed company ARN is also shareholder in the pay-TV company, PAN TV.

As a leading media organisation ARN truly knows the meaning that of the adage “Content is King”. ARN required a carrier that could design, build and manage a dedicated network for all proprietary and digital content so it could be effectively shared between studios interstate thereby maximising radio schedules as well as listener and advertiser satisfaction. The integrity of this “on-air” content was guaranteed by designing a service that delivered both path and supplier diversity.

Our Solution

- Vertel’s Etherwave CEVPN Multipoint Layer 2 Service providing dedicated 10Mbps connection between 4 state offices
- Provided an end to end service from Network design to a comprehensive service level agreement
- The Multi-radio wireless network design is scalable and provides redundancy in the event failure

Value Proposition

On Budget, On Time, To Specification

- A seamless end to end process from initial project scope to service provisioning
- Assured bandwidth delivering all on-air content via Layer 2 Wireless Carrier Ethernet

Future Proof Productivity

- Service enabled effective and speedy content sharing between interstate studios
- Provided both path diversity and clear demarcation between on-air content and business network and traffic
- If required services could be quickly and cost-effectively relocated with minimum disruption.

Network Flexibility and Interoperation

- Value for money solution with significant advantages over alternative access technologies
- Ability to manage both propriety and DAB (Digital Audio Broadcasting) traffic
- National Network provides comprehensive coverage and flexibility for expansion
- Service enables future interconnections with other sites and collaborative networks



“The Vertel network allows us to efficiently manage proprietary and next generation traffic over carrier grade infrastructure”