



## CNBC EUROPE

### Testimonial

"As the leading live broadcaster of business and financial news and information, it is crucial for us to be in as many of the major cities and markets around the world as possible. Global Crossing's seamless and secure connectivity provides us with a alternative to satellite transmission for the 11.5 hours of programming that we broadcast live every weekday. It enables us to centralize our entire operation in London so we can reduce the costs of transmitting programming around the world." — John Turner, Director of Operations, CNBC Europe.

### Story

CNBC Europe becomes first major broadcaster to distribute programming over Global Crossing's Media & Entertainment Extranet; CNBC Europe's London hub will become center of global network that will link Singapore, Milan, Frankfurt, Paris, Tokyo, Australia and New Zealand.

### Customer

CNBC Europe is produced and broadcast from studios in London, while drawing on the resources of Dow Jones and NBC news contacts in 25 European cities. CNBC Europe provides a mix of live business news, financial information and CEO interviews, with its distinctive financial information ticker which displays a constant flow of stock, bond, currency, commodity and futures prices.

CNBC Europe is a service of NBC and Dow Jones. The NBC television network in the U.S. is the broadcasting subsidiary of General Electric Company (GE). Dow Jones & Company (DJ) publishes The Wall Street Journal and its international and online editions providing business and financial news around the world.

CNBC service is available in Europe via the Astra ID satellite, on Cable and Digital platforms. Thirty three million homes, offices and hotels have full time access while almost 65 million can view CNBC Europe during peak market opening hours.

### Challenge

An essential requirement for CNBC Europe was to have a high-speed infrastructure in place that would be able to transmit MPEG video programming and embedded audio from CNBC's headquarters in Fort Lee, New Jersey to London and Asia. Another vital part of the equation was to have this information remain secure, while traveling from the broadcast hub to the various broadcast stations in all parts of the world and retaining the high quality of the video.

## Requirements

- Global Reach - Global Crossing's fiber optic network connects four continents, and 16 key media and entertainment cities with the goal of partnering to provide ubiquitous broadband connectivity desktop to desktop.
- Bandwidth- Global Crossing is able to offer unprecedented global bandwidth. Connections will enable TV quality video, CD quality audio, live event broadcasting, feature film and commercial production, and on-demand applications.
- Security- Since Global Crossing offers a seamless global infrastructure, it is singular in its ability to offer the media and entertainment industry a customizable, full-service, end-to-end solution that is highly secure.

## Solution

Global Crossing enables CNBC Europe to transmit MPEG video and embedded audio from CNBC to and from London over Global Crossing's fiber optic infrastructure. The first broadcast from the London hub took place on August 8, 2001. Additional phases of the plan include establishing connections between CNBC Europe's London hub and Singapore, Milan, Frankfurt, Paris, Tokyo, Australia and New Zealand for both contribution and distribution.

Global Crossing offered CNBC Europe a comprehensive worldwide communications package that included access to the Media & Entertainment Extranet and diverse paths for the two transatlantic feeds in the first phase of their relationship. In the second phase, Global Crossing will provide additional access for the CNBC Europe's affiliate stations. This will provide a cost-effective platform for broadcast video covering both program distribution and content feeds on a demand basis. By connecting CNBC Europe to the Extranet they will also be able to provide digital feeds to other clients and ISP's without the delays, capacity constraint and proprietary/legacy applications normally incurred when using satellite technology.

Global Crossing has also provided a video quality-monitoring suite. This service ensures that not only can we monitor the communications service but we can also monitor the quality of the video payload end to end. This type of video quality monitoring application is unique to Global Crossing as a telecommunications company, and is made possible by having a dedicated team focused on the Media & Entertainment market needs.

## Result

The programming transmission over Global Crossing's network provides CNBC Europe with new operating efficiencies, enabling it to create, manage and distribute content over fiber, and to pursue new revenue opportunities through the network's global reach.

## Why Global Crossing?

"Distributing programming over fiber is a next step for broadcasters. Over Global Crossing's network, CNBC Europe is able to reach cities around the world, securely transmit quality video while saving money by centralizing our operations. The Global Crossing network is also ready for the next evolution in interactive programming and will be able to meet our needs if and when we decide to add more interactive components," said John Turner, Director of Operations, CNBC Europe.