

Use Case - Broadcasting

Broadcasters frequently face the challenge of providing timely and reliable coverage, often in locations with varying infrastructure and network capabilities. Cellular connectivity can be a powerful tool for news reporting and live broadcasting in a wide range of scenarios.



How can Cellhire's cellular connectivity address broadcasting challenges?

◆ Choice and flexibility on networks

Cellular connectivity allows broadcasters to choose the most suitable cellular network or combination of networks (4G, 5G, etc.) based on the location & availability of network providers. This flexibility is essential for reporting events from various regions, including remote or disaster-stricken areas where fixed line and WiFi are often unavailable.

◆ Experience Enhancement

Delivering an engaging and immersive experience is essential for keeping viewers informed and captivated. Cellular connectivity allows broadcasters to transmit high-quality video and audio feeds from the field to the central studio, enabling real-time reporting, interviews, and live coverage of news events.

◆ Coverage and speed

Cellular connectivity ensures widespread network coverage and high-speed data transmission, making it possible to broadcast from urban, rural, and remote locations. This means broadcasters can reach a wide audience and provide reliable coverage even in challenging network conditions.

◆ Short- or long-term options

Broadcasting can vary in duration, from breaking news updates to extended event coverage. Cellular connectivity offers both short- and long-term options, allowing broadcasters to adapt to the specific demands of each event or story while maintaining cost control.

Why choose Cellhire for your broadcasting connectivity needs?

- ◆ Access to 40+ mobile network operators
- ◆ Competitive rates for UK and EU roaming
- ◆ Customised solutions for media and broadcasting
- ◆ Un-steered multi-network SIMs for seamless connectivity
- ◆ eSIM capabilities for flexibility and control
- ◆ 4G and 5G options for high-speed data transmission
- ◆ Primary and backup options for continuous functionality
- ◆ Reliability and security

Interested to find out more?

Call: +44 7831 640292

Email: iot@cellhire.com

Visit: cellhire.co.uk/iot-connectivity/applications/media-broadcasting