

## USER REPORT

# Discovery Monitors With Volicon Observer

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STERLING, VA.

Discovery Communications opened the Discovery Television and Technology Center in August 2005, marking a key milestone for our network group—the ability to originate all 18 of our U.S. network feeds from our own fully digital master control center. This functionality is core to Discovery's mission to provide viewers with the highest quality nonfiction programming in the world. The Center leverages the state-of-the-art in digital, file-based and HD-ready systems and technologies to ensure that Discovery's commitment to quality extends all the way from production to air for the company's well-known and trusted brands.

A prime example of this technology

is the Volicon Observer, an advanced desktop video monitoring system that enables our operators to capture, analyze, alert, log and review video from any desktop in the organization. In late 2006, we evaluated systems that would provide a greater breadth of features and functionality than our former monitoring system, and the Observer came out on top. By 2007 we had installed 28 Observer SDI channels for monitoring each of our U.S. standard-definition networks, as well as Travel Channel and BBC America, for which we also provide origination services. In addition, we installed additional Observer HD channels to record our four recently launched high-definition simulcasts of Discovery Channel, TLC, Animal Planet and The Science Channel.

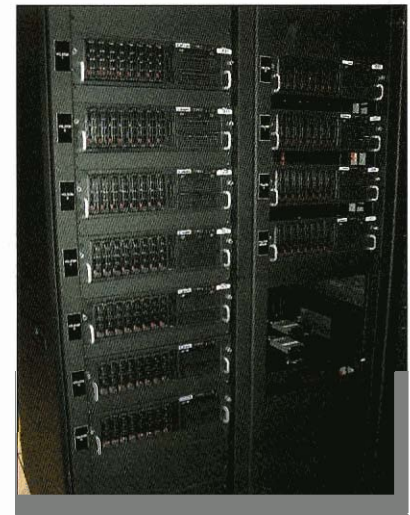
The Observer plays a key role in our ability to verify broadcasting performance and provide validation to our advertisers as well as internal and

external clients. The system records the satellite downlink signal that we receive for each channel, enabling us to view the same broadcast that our cable headends are receiving. By doing this, we can verify that programming and advertising have aired on schedule. The Observer's Content Export feature enables us to download a program clip and e-mail it to anyone requiring proof that the content aired, whether that inquiry is from an advertiser or one of our own business managers.

## SYSTEM DIAGNOSES PROBLEMS

In addition, the Observer is a vital tool for diagnosing technical issues that might arise in the facility. Each of our operators is monitoring multiple channels at any given moment, and with the Observer recording each broadcast in the background, we have the means to play back the video in question when a problem is reported. The Observer monitors and records closed captions, and its CC Search function allows us to do a word search within these captions and then cue up the video to that point, greatly simplifying the search for the clip in question.

To summarize, the Volicon Observer gives us a convenient, easy to use, and reliable means for verifying our on-air signals and enabling our internal and external clients to view actual aired



Volicon Observer equipment installed at Discovery Communications

content themselves. The Observer enables us to proactively monitor broadcasts for more efficient operations, proof of performance and a better overall quality of service.

Jonathan Perkes is vice president of engineering for the Discovery Television and Technology Center. He joined Discovery Communications in 2004 to manage the engineering group and provide engineering oversight for the construction of the new center. He may be contacted at [Jonathan\\_Perkes@discovery.com](mailto:Jonathan_Perkes@discovery.com).

For additional information contact Volicon at 781-221-7400 or visit [www.volicon.com](http://www.volicon.com).

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