



IP TV & VIDEO ON DEMAND ONBOARD SUPERYACHTS

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IP TV (*television streamed over the internet protocol*) and VOD (*video on demand*) is fast becoming the new norm across homes in Europe, the US and emerging markets. Applications and live IP streaming platforms like the BBC iplayer, Sky Go app, NBC Sports Gold app, ESPN live, Fubo TV, BT Sports, iTunes, Amazon Prime have enabled us to stream live IP TV directly without

having to be in the satellite TVRO (*television receive-only*) footprint.

Are we seeing the writing on the wall for an end to TVRO antenna's onboard Super Yachts? Will yachts soon solely rely on IP TV for their live sports fixtures, key programming and VOD (*video on demand*) TV series and films?

Factors holding IP TV back:
Video Quality: Satellite TVRO feed quality is still superior when compared to IP TV video streams onboard Super Yachts. TVRO video feeds offer a higher video resolution with relatively little to no time delay. There is nothing worse than watching a live football match in a bar and the fans down the street celebrate half a minute before your buffered IP stream has had a chance to reveal that winning goal! Watching a time delayed IP stream should not be too much of an issue provided everyone is watching the same IP stream and no in-game betting is taking place! Coverage: Satellite TVRO feeds are restricted to the physical footprint of the broadcasted signal over the earth's surface! If the yacht is not physically in the broadcast footprint you will not get a strong enough signal (no matter how big your TVRO antenna is!). An alternative method which has been around for some time is to use an IP encoder to re-encode an analog video feed from a satellite set top box and then transmit the digitally encoded stream to the yacht via IP. This has worked with varying levels



of success, the major draw backs being bandwidth availability to receive the video stream at a high enough bit rate with little to no buffering!

IP Bandwidth limitations: Whilst underway VSAT (*very small aperture terminal*) is still the most reliable means of internet connection which provides a guaranteed bandwidth! This is your CIR (*committed inbound rate*)! VSAT is historically expensive and not flexible with cancellations or suspensions. Cellular 4G / LTE is growing exponentially and cellular providers are able to offer very high bandwidth speeds at a fraction of VSAT costs! The high speed is however not guaranteed and reliability is questionable depending on location and network congestion.

VOD (*video on demand*) IP streaming of TV series and films is fast becoming a favourite onboard Super Yachts. With the likes of Apple TV, Netflix, Hulu, Amazon Prime releasing new content so quickly after being aired, it certainly has helped fuel the high demand. Gone are the days when crew would scour

DVD and video stores to purchase the latest films and TV series to import into the onboard video library!

VOD libraries with downloaded TV series and films is relatively easy and inexpensive to setup and deploy. Offline VOD libraries are stored on a central onboard server for ease of playback, this has proven to be a very reliable and simple solution. Content can be downloaded in SD (*standard definition*) 480p, or HD (*high definition*) 720p or 1080p formats where available.

YOUTUBE TV – has announced cable free live IP TV which is available in select US Cities. The Youtube TV subscription offers an unlimited DVR (*Digital Video Recorder*) service which allows you to record your favourite sports fixtures and matches for playback at a later date. This is a massive game changer and provided your ISP can provide you an IP address originating from one of the select US cities you should have relatively no issues with streaming live IP TV from your personal devices whilst sailing around the world.

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