



## **Bharti-Airtel Limited (Teleport Division)**

### **Quotation:**

*“We found the Actus4 system a perfect match for both our regulatory and business needs, logging individual channels in a comfortable user interface and an ability to easily extract content for sharing with broadcasters.”* -- **Rahul Zadoo**, Manager Operations, Network Service Group at Bharti Airtel

### **Business Summary:**

Bharti Airtel Limited is one of the largest Indian telecom companies, and operates in 18 other countries across South Asia, Africa and the Channel Islands making it the fifth largest telecom operator in the world. Bharti Airtel provides satellite television, broadband Internet services, mobile communications and fixed line telephony to its hundreds of millions of customers.

At the beginning of 2010, Bharti Airtel has decided to expand its footprint in the media market, and enter the teleport business, offering its customers the ability to uplink their channels to satellites for distribution.

### **Challenge Presented:**

Bharti Airtel's entrance into the teleport business in India had presented some regulatory challenges that needed to be met: the need to archive all the uplinked channels' content for 90 days and to use archived content as proof of broadcasting quality for future reference.

Due to the nature of the newly developed business, Bharti Airtel required a highly reliable digital monitoring solution that can be quickly deployed and will be very easy to expand as their needs grow. The solution had to meet Bharti Airtel's high standards of service.

### **Solution:**

Bharti Airtel evaluated a number of systems to fill their needs before choosing Actus' Media Monitoring Solutions. The Actus4 system was



chosen because it combined the simplicity of the web-based user interface with a robust content exporting engine, and was also equipped with Actus' 'High Availability Solution' that serves as live backup server for rock solid reliability.

Complete with enough on board storage to keep over 90 days of recorded media and fully scalable for any expansion needs, Bharti Airtel's teleport services can fully meet regulatory requirements and can further expand the offering to its customers.

### **The Results:**

Since the initial installation at Bharti Airtel in mid 2010, the teleport teams have been constantly using the Actus Monitoring System to ensure proper compliance media archiving and channel uplink quality.

Bharti Airtel has since doubled the initial system size, proving the operational success of the Actus system in its emerging business, and confirming their confidence in the Actus solution.

Bharti Airtel benefits from on-going development of the Actus platform and can further enjoy the latest generation of features such as: multi-audio tracks capture and playback, multi-lingual subtitles and support for High Definition (HD) channels.

*"Actus High Availability Solution has proven to perform as a reliable fallback system, preserving full logging capabilities with automated ease and no need for manual intervention."* -- **Rahul Zadoo**, Manager Operations, Network Service Group at Bharti Airtel