

# CNBC Europe

CNBC Europe is an information channel available via the Astra 2D/2B satellite, on cable and digital platforms in 75 million homes and more than 340,000 hotel rooms across Europe. Based in the centre of London's financial district, it is a joint venture between NBC and Dow Jones & Company. CNBC Europe offers viewers over 12 hours of live programming on the European markets every weekday.

## The Challenge

We decided on increased automation to improve operational efficiency. CNBC Europe is a hub for CNBC US and CNBC Asia. We have affiliates in Italy, Turkey and Dubai. They all take feeds from each other and London is the switching point for these. We have fibre connections with the US, Europe and Singapore, all routed through London, so MCR is pretty busy.

Our reach is Pan-European but sometimes we have separate UK commercials. From 5 am to noon we are solid live. At noon, we take the US opening programme and cover US activities with about three European upwards each hour. That is followed by Europe Closing Bell programme which finishes at 6 pm. We then move to the Frankfurt stock exchange for their close and back to the US up to midnight. Then we go into CNBC Asia until 5 am

## Business Benefits of Pilot for CNBC

- Increased automation improves operational efficiency
- Highly cost-effective
- Very high reliability
- Fast implementation
- Reduced operating costs

## The Solution

Pilot was installed in late summer 2002 and has been on-air ever since. It enables us to use a single intuitive control system throughout the station rather than large numbers of individual manufacturers; hardware panels. Pilot also has the very useful feature of allowing us to do our own front panel design as our system expands.

We are very highly automated now. When we are broadcasting live, transmission is run from the studio gallery. We have 30 to 35 hours of MPEG-2 SeaChange server storage capacity including about 15 hours free at any time. The server is activated from a button on the vision mixer, a BTS DD35. This runs a set of commercial events before generating an audio alert and switching back to the gallery for the next part of the show.

The only time we have staff in the transmission area is when we are not running live, meaning after 7 pm through to 5 am. In terms of technical people, the whole output is run during the morning by just two people.



CNBC Studio

**John Turner**  
Director of Operations  
CNBC Europe

"We chose the Pharos Pilot control system. It has proved an excellent investment"



# CNBC Europe

## Why Pharos?

We chose Pilot for its cost-efficiency, ease of interfacing to our router and high speed of implementation. Installation took about 6 weeks. It has proved very flexible and reliable.

Pilot allows us to control ancillary equipment such as audio delay cards and frame synchronisers and Snell & Wilcox IQ modules and Rollcall. The interface between Pilot and Rollcall is via a private LAN. The control software is Linux. Pilot runs on Windows 2000. Pilot itself has proved absolutely reliable but we have fully redundancy just in case. The Pilot hardware is located in MCR along with a 1U Pharos MCX Master Centre-X and Almanac event scheduler.

## Key Functionality of Pilot for CNBC

- Unified control system
- Reduced training costs
- Simple expansion, including user-configurable GUI panels
- Easy interfacing to third-party equipment
- Full system resilience

## CNBC MCR



## This case study

PHCS 2001.01 CNBC Pilot

## Related information:

PHDS-2004 Pilot MCR

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