

## Lesotho TV to expand broadcast reach

MASERU, Lesotho - Lesotho TV (LTV) has gone fully tapeless with an Avid production and post production suite. The solution from Jasco Broadcast Solutions, which was fully commissioned by mid-July 2016, will improve the quality of the state-owned broadcaster's outputs significantly, laying the foundation for expansion of its services as the country readies itself for Digital Terrestrial Television (DTT).



Lesotho TV

LTV currently only broadcasts to the Lesotho capital, Maseru. However, with the implementation of DTT technology, the broadcaster's reach will extend to up to 80% of the country's two million people when the country expects to go digital in 2017.

Jasco Broadcast Solutions designed and helped LTV commission the Avid solution. Says Hoosein Moolla, sales executive at Jasco Broadcast Solutions: "We are pleased to be able to assist LTV with a solution that will help it to improve the quality of its services. The broadcaster provides an important communication and education medium for the nation. As DTT technology is rolled out, extending the reach of the broadcaster, the Avid suite will provide a strong backbone, enabling effective TV news gathering and delivery, as well as studio production."

The solution incorporates Avid edit suites, a newsroom system, ingest and playout server, and central storage server.

"This solution will provide LTV with the features and functionality a modern broadcaster needs," says Refuoe Taoli of LTV.

“We have been able to move rapidly from acquiring to commissioning the system. We look forward to the improved quality of the broadcast material that will be possible with this system, as well as the greater working efficiency.”

The new Avid system replaces a legacy solution that did not meet the growing needs of the broadcaster. Explains Taoli: “With disparate stand-alone systems in place, the production and post-production processes were slow and the final output quality was poor. Digital footage had to be ingested into the edit suites for editing. The digital material then had to be put back onto tape and taken to the final control centre where the material was ingested into the broadcast server for broadcasting. That caused significant delays in production and loss of picture quality.”

LTV investigated available solutions and in 2015 was granted the budget to upgrade its systems. The tender was won by Jasco Broadcast Solutions.

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