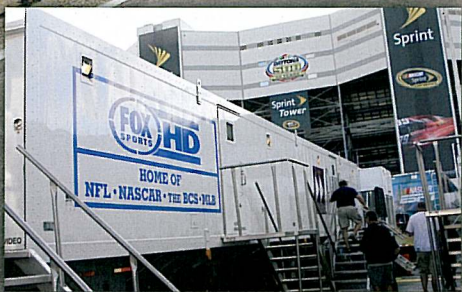




# MOBILE SPORTS PRODUCTION YEARBOOK 2009

THE COMPLETE  
GUIDE TO  
MOBILE  
PRODUCTION  
TECHNOLOGY  
AND SERVICES



**PROFILES OF TOP REMOTE  
PRODUCTION COMPANIES**

**2009 GEARBASE WITH  
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**MOBILE TRUCK COMPANY  
CEO REPORT**

**TRENDS IN MOBILE  
PRODUCTION ENGINEERING**



# SATELLITE DIGITAL TV

Alliance Productions member SDTV, based in San Diego, gives the cooperative a Southern California flair with three units; one SD, one HD-capable, and one fully HD.

The last, the HDLA, launched at NAB 2008, packs a lot into its 32-foot expando frame, including Ku-band satellite-transmission facilities. Since hitting the road, it has covered a wide range of events, including ESPN's *College Football Live* and producing MLB for the Japanese. The out-of-the-gate popularity, according to SDTV CEO Mark Yancey, is due to the savings possible with combining production with uplink capabilities — as much as 20% over traditional setups.

"Our trucks save the need for having a second uplink truck," says Yancey, "and we have the same grade of equipment found on larger, full-size trucks. As more and more people discover the HDLA and its capabilities, they latch onto it."

The HDLA rolls with a Sony MVS 8000 HD switcher with four channels of integrated DME, a Calrec Zeta audio board, and 10 Sony HDC-1550 cameras. An Nvision 8288 3-Gbps HD/SD 252x288 HD video router and Nvision 7512 TDM audio router form the backbone.

The core concept behind HDLA is not new to the scene, as Yancey is quick to point out, noting that he has been working on it for 20 years.

Adding satellite capabilities refines this into a sure bet in an era of uncertainty with cost-cutting ahead. One clear saving with the SDTV combo concept is operating costs. There is no need for running a separate uplink truck. Although prices have dipped for the moment, fuel costs have forced SDTV to add the increased costs. A recent roundtrip from Southern California to Texas racked up \$1,000 in fuel costs passed to the client. What was the response?

"Fuel costs are not a major impact item for trucks that bill out up to \$12,000 a day for an



engagement up to five days," says Yancey. "It's a concern but not a show-stopper yet."

Beyond the HDLA unit, SDTV's other units are slated to be converted to HD in time. Already, the second unit, HD Link, is capable of HD assignments but operates primarily in SD. Converting the existing trucks provides an extra advantage over building one from the ground up: the legacy tractors operate under previous smog standards.

"The Freightliner chassis [found in the units] is no longer available for domestic use because of the smog requirements," says Yancey. "It keeps our market niche more secure; there's no way to copy it. You need a three-axle truck, and if it has to have a big nose on front, you lose box capacity. I would imagine anything following this would have less capacity in terms of size and weight capacity."

What's ahead in technology? Yancey is looking towards the Evertz router-control panel that had its initial install on the Corplex Iridium unit.

"Routers have become powerful and compact, but the control systems for them are archaic," says Yancey. "You can make a few adjustments, but, for most trucks, the panel is what it is. That's strictly 1980s technology."

## SATELLITE DIGITAL TV PRODUCTIONS

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