

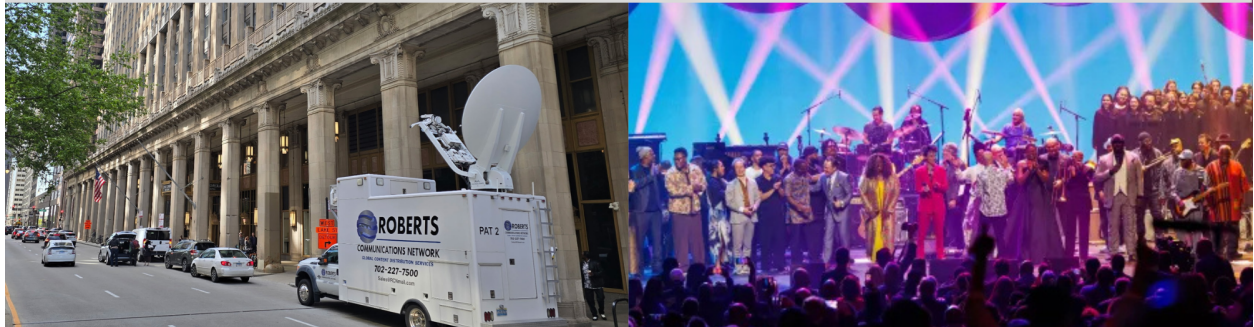


International Jazz Day – Global 4K Broadcast

Powered by Blacon Media, Streaming Media Live & Roberts Communications Network



International Jazz Day 2026



Executive Summary

On *International Jazz Day*, a globally recognized cultural event supported by UNESCO, the United Nations, and the Herbie Hancock Institute of Jazz, **Blacon Media**, in partnership with Streaming Media Live and Roberts Communications Network, successfully delivered a **historic live broadcast in 4K UHD** from Chicago to a worldwide audience. The event and official broadcast are available at www.jazzday.com.

This milestone production marked a significant advancement in live broadcast execution:

- **First-ever 4K global delivery** for International Jazz Day
- **LiveU deployed as the Primary Transmission Path in 4K**
- **Full 4K Satellite backup architecture ensuring total redundancy**

The result: a **seamless, high-quality global broadcast** with the reliability required for a world-stage event.

The Challenge

Delivering a live, global 4K broadcast of this scale required overcoming several critical challenges:

- **Zero tolerance for signal interruption** across all platforms
- **Multiple international distribution endpoints**
- **Complex urban venue environment in Chicago**
- Requirement for **full transmission redundancy (IP + Satellite)**
- Tight deployment timelines and real-time coordination

Additionally, the production demanded **synchronization between client leadership, field transmission teams, and NOC operations**, all working in lockstep under live broadcast conditions.

The Solution

Streaming Media Live engineered and deployed a **fully redundant, dual-path 4K transmission architecture**, leveraging both IP and satellite technologies:

Primary Transmission Path (IP Contribution)

- **LiveU LU800** utilizing bonded cellular + dedicated hardline
- **Native 4K UHD signal acquisition and transport**
- **LRT (LiveU Reliable Transport)** ensuring low latency and high resiliency
- Delivered to RCN's Network Operations Center for processing and routing

Backup Transmission Path (Satellite)

- C-Band uplink via PAT2 mobile transmission unit
- **4K HEVC encoding (4:2:2 10-bit)** for broadcast-grade quality
- Full-time availability for **instant failover**
- Downlinked and integrated at RCN NOC

NOC Operations & Global Distribution

- Centralized control at Roberts Communications Network NOC
 - Real-time **signal monitoring, frame synchronization, and switching**
 - Multi-platform global distribution:
 - YouTube
 - Facebook
 - International broadcast partners via IP and satellite pathways
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Execution Excellence

The success of this broadcast was driven by a **highly coordinated team effort across all partners**:

- **Blacon Media** – Client leadership, creative vision, and production oversight
- **Streaming Media Live** – Transmission architecture, deployment, and execution
- **Roberts Communications Network** – Infrastructure, NOC operations, and global distribution

Key contributors included:

- **PAT2 Truck Team** – Delivered extensive preparation and flawless 4K uplink readiness under demanding timelines
- **RCN NOC Team** – Provided precise, real-time monitoring and execution across all signal paths
- **James MacDougall** – Led streaming systems and delivery with exceptional reliability
- **David Szlag & RCN Engineering Team** – Delivered critical engineering leadership, integration, and technical support

This level of collaboration ensured **broadcast integrity, operational stability, and rapid response to live-event demands**.

The Result

-  **Successful global 4K UHD live broadcast**
 -  **Seamless integration of IP and Satellite transmission paths**
 -  **Zero major transmission failures during live execution**
 -  **High-quality delivery to worldwide audiences across platforms**
 -  **A proven, repeatable workflow for future large-scale events**
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Why It Matters

This production underscores a major shift in modern broadcast operations:

- **Hybrid transmission (IP + Satellite)** is now essential for reliability
 - **4K UHD live workflows** are scalable and production-ready
 - **REMI and distributed production models** increase efficiency without sacrificing quality
 - **Redundancy is mission-critical**, not optional, for global broadcasts
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Partner With Us

Blacon Media, Streaming Media Live, and Roberts Communications Network together deliver **end-to-end production, transmission, and global distribution solutions** for:

- Live Sports
- Global Cultural Events
- Broadcast Networks
- OTT Platforms
- Corporate & Entertainment Productions

From Anywhere to Everywhere.

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