

Case Study

TV Asahi Corporation achieves low latency video transmission and high-cost savings simultaneously with Colt On Demand



Customer name

TV Asahi Corporation

Website

<https://www.tv-asahi.co.jp/>

Business operations

Key broadcasting business and general broadcasting business as defined by the Broadcast Act

Industry

Information & Communication

Customer needs

- Stable network quality
- Flexible network services that can be adjusted according to recording schedules
- Usage-based pricing to maximise cost efficiency

“For us, as a TV station, our most important mission is to deliver content to our audiences seamlessly. With Colt On Demand, we have been able to ensure high-quality network performance while reducing unnecessary costs during periods when the network is not in use for programme recording. We are very satisfied with this solution.”



*Mr. Shoichi Tanaka
co-director, news & line operation,
equipment & operation management center
TV Asahi Corporation*

Company Overview

TV Asahi Corporation is a key broadcasting network that has contributed to the advancement of the broadcasting industry through rapid news reporting and live coverage since its founding in 1957. Striving to be a “television network for the new era,” it offers a diverse range of engaging content domestically and internationally, including dramas, variety shows, anime, films, and live events.

Challenges

When selecting a network for program production, TV Asahi faced two main challenges:

1. Eliminating significant latency during programme recording
2. Enhancing cost efficiency

For this particular programme, it was necessary to connect the headquarters with the recording studio and capture interactions between performers in remote locations. However, large transmission



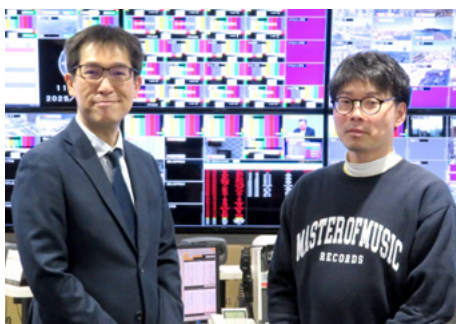
delays negatively impacted the natural flow of conversations. At the same time, maintaining a high-bandwidth network on an annual contract for a show that records only once a month would result in excessive costs during unused periods.

“We couldn’t afford to sacrifice quality for cost. Directors and performers were also asking for a setup that would allow more natural, real-time interactions. We needed a balanced solution that could address both challenges,” recalls Mr. Tanaka.

Why Colt

Since the programme production was scheduled to continue for an extended period with monthly recordings, it was crucial to find a network solution that not only ensured quality but also provided cost efficiency.

“While comparing multiple network providers, we recalled our past experience using Colt’s network at one of our European branches. We had a strong impression of Colt’s competitive advantages in both quality and pricing,



“The implementation of Colt’s low-latency network has significantly reduced delays in on-air conversations, which has been well received by both directors and performers. Additionally, we can control the network settings through the Colt On Demand portal, even late at night, which is a significant advantage.

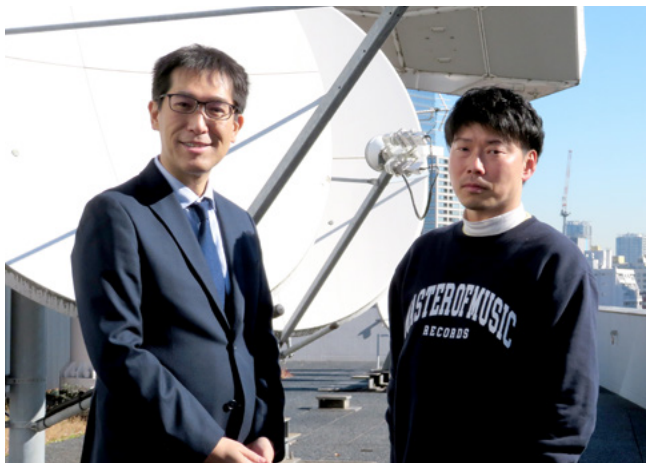


*Mr. Itaru Takata
Equipment & operation management center*

so we decided to consult with them. After discussing our programme structure and network requirements, Colt proposed Colt On Demand,” explains Mr. Tanaka. “The mission of our technical team is to create an environment where directors, staff, and performers can conduct recordings smoothly. A stable network is essential for this, but high-quality networks generally come with high costs. With Colt On Demand, we were able to leverage Colt’s network while reducing costs by disconnecting the network during non-recording periods. We were confident that this solution perfectly matched our needs for both quality and affordability,” says Mr. Takada. After implementing Colt On Demand, the reduced latency created a real-time conversation experience, which was highly praised by performers, he added.

Furthermore, Mr. Takada highlights another advantage: “With the Colt On Demand portal, we can not only adjust bandwidth but also monitor the network

activation process in near real-time. Since programme recordings often last late into the night, we had to request external network providers to change settings after the recording previously and it was a heavy burden for our technical team. With Colt On Demand, we can now make quick changes ourselves through the portal, which has been a huge help. This ease of use is an unmatched benefit.”



Future plans

Celebrating its 65th anniversary in 2024, TV Asahi continues to actively expand its business, both domestically and internationally, to create even more engaging programmes and content. In recent years, it has increased its involvement in live events and online streaming, in addition to programme production.

“We are focusing not only on domestic productions but also on a variety of international content, such as broadcasting sports events overseas. Looking ahead, we recognise the need to design, procure, and manage our own network infrastructure to optimise costs. We hope Colt will continue providing optimal network solutions for programme production both in Japan and abroad” says Mr. Tanaka.

For more information,
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