

Case Study:

Increasing the Company's Visibility in a Crowded Broadcast Market

Overview

A global leader in transmission and live broadcast production, Pacific Television Center (PacTV) has been at the center of broadcast technology trends for more than 30 years. With broadcast facilities in Los Angeles, New York and London, it offers its clients a multitude of services, including fiber connectivity, satellite coordination, receive and records, multi-format tape play-out, live shots, satellite media tours and voiceovers. Among PacTV's client roster are several major broadcast networks around the globe, including ABC, CBS, NBC Universal, FOX, ESPN and CNN in the United States, BSkyB and the BBC in the United Kingdom, Network TEN in Australia and Sky in New Zealand, along with such telecommunications carriers as SingTel, Nexion, XO Communications, Verizon and Level 3/Vyvx.

In 2010, following the U.S.-mandated DTV (digital television) transition of 2009, the broadcast industry worldwide was in a position to provide its viewers with improved programming. To accomplish this, most broadcasters sought to transition to the delivery of high-definition (HD) content to viewers. Providers needed to make sure their studios and gear were equipped to capture events in HD, while transmission facilities had to ensure they were able to transmit HD content feeds without delay or loss of compression. As a global hosting and transmission facility, it was imperative that PacTV perform both these tasks. In a position to support its current client roster and those not yet working with PacTV by offering new and improved HD-capable services to achieve current broadcasting goals, the company needed to revisit who it was, where it was headed and what message it wanted to be heard amidst this changing tide.

Objective

PacTV turned to D. Pagan Communications (DPC) to elevate its position further as a leader in the broadcast services space. The company sought DPC's expertise in developing a targeted global media campaign that would position PacTV as a skilled broadcast partner to current and potential customers, anticipating trends and continuously generating affordable solutions for today's toughest technological challenges. Its goal was to be seen as an informed source of guidance in the ever-changing, constantly evolving world of HD broadcast technology.

Execution

DPC collaborated closely with the core marketing and business development team at PacTV to refine the company's overall brand messaging and identity. From there, DPC reintroduced PacTV to the broadcast trade media, implementing several strategic activities to highlight the company's new messaging. This included generating a new company backgrounder and crafting a steady stream of carefully timed, newsworthy press releases, bringing attention to PacTV's newest HD-capable services. DPC also created press kits and arranged one-on-one appointments between PacTV representatives and key media contacts at the NAB and IBC trade shows, and placed bylined articles reinforcing the new messaging and PacTV's expertise in various topics, in *Broadcast Engineering*, *Broadcasting & Cable*, *IBE* and *TV Technology Europe*, among other top-tier broadcast publications.

DPC also arranged on-site facility visits with editors from several of these publications, many of which went on to publish feature articles about PacTV, establishing the company as "one to watch" in the broadcast market. To cement PacTV's position even further, DPC orchestrated the nomination of PacTV's Los Angeles transmission facility for a 2012 *Broadcast Engineering* "Facility of the Year" award. It also ensured the company's participation in various industry handbook listings.

Results

Since working with DPC, PacTV has raised its profile not only among the international broadcast media, but also with its customers, vendors and competitors. Its HD-capable services have been well received by the broadcast industry and the company continues to upgrade its facilities in all locations in order to continue this momentum.

Today, several editors now rely on PacTV for its expertise in broadcast technology trends, as well as its involvement in the broadcast of such major global events as the 2012 London Olympics, the 10th anniversary commemoration of September 11th and the 24/7 coverage of the 2013 Boston Marathon bombings and their aftermath.

Additionally, thanks to PacTV's high media profile and strong reputation, its engineers are often asked by partner vendors to review equipment and work with publications for field reports. Overall, since working with DPC, PacTV has raised its visibility and is considered to be a knowledgeable, trusted partner in the broadcast industry.

"Working with DPC over the last three years has not only raised PacTV's profile among competitors and the international broadcast media, but also with our vendors, customers and among ourselves. Guided by DPC's expertise, we have been able to hone our messaging better for a unified company vision and are more prepared for client meetings and negotiations, which is invaluable.

We are in the business of technology and the intricacies of our services can be tough to understand at times, so having quality, well-written collateral to share with customers and potential customers about the company and what we do in a clear, consistent way is priceless.

The various PR activities that DPC has initiated over the years, none of which we could have or would have undertaken on our own, has helped us to accelerate how quickly we can spread the word about our latest offerings, which has enabled PacTV to focus on what we do best—providing our customers around the world with top-notch broadcast services."

