



CASE STUDY

ORBITALCONNECT

## Orbital Connect and bTV Media Group Completed a Satellite Ground Station Equipment Renewal Project

### OVERVIEW

Contemporary TV Broadcasting fuses entertainment, information, and education on an unprecedented level, delivered immediately, with a global reach and at the highest possible quality. To stay ahead of this demanding game, the leading media in the Bulgarian market, bTV Media Group, is up to date with every socioeconomic and technological trend. The successful management of its Satellite Ground Station equipment is crucial for bTV Media Group broadcasting.

bTV Media Group awarded Orbital Connect as a primary contractor to renew and upgrade its Satellite Ground Station. The project aimed to achieve two main objectives. The replacement, installation, and configuration of diverse RF components within the existing satellite ground equipment infrastructure and the setup of new KU Band satellite antenna systems.

### PROJECT GOALS:

#### 1. RF Component Replacement and Infrastructure Upgrade:

To achieve this goal, the company's engineering team managed the complex technical tasks of replacement, installation, and configuration of the equipment, and it ensured a synchronized supply of RF components from multiple world-leading manufacturers despite the challenges posed by the Global Supply Chain Crisis.

**2. Installation of New Satellite Antenna Systems:** The second objective was the installation of two new KU Band satellite antenna systems. These antennas operate within the Geostationary Earth Orbit (GEO) and receive satellite signals, including free TV, encrypted TV channels, and data from predetermined space orbital slots.

### About bTV Media Group

- bTV Media Group is part of CME, a broadcast market leader which operates 43 television channels. It broadcasts to approximately 49 million people across six countries.
- bTV Media Group is among the most trusted sources of information and the preferred place for positive entertainment in the Bulgarian media market.
- A Part of the bTV Media Group portfolio is television channels, radio stations, digital platforms, and a brand for movie production distribution.

## THE CHALLENGE:

The project's technical complexity stemmed from the necessity to replace many diverse RF components and integrate them with the existing infrastructure. Orbital Connect took a holistic approach to address the challenges and formulated a comprehensive technical execution plan based on an on-site survey and consultations with the client. Sound planning was the foundation of making the right decisions on specific product features, and it significantly depended on the precise engineering knowledge and experience of the Orbital Connect engineering team.



## SOLUTION:

The scope of the fieldwork involved the installation of 1.8m and 2.4m receive-only satellite antennas, replacement of actuators, low-noise block downconverters, and RF feeds for existing 1.8m, 2.4m, and 3m satellite antennas, installation of de-ice system for existing satellite antennas, Pointing and precise positioning of the existing satellite antennas, installation of cable trays and conduits, configuration of the installed equipment, wiring, power supply, monitoring and testing.

"We successfully supplied all the items on time due to the professional support and cooperation with our partners. Companies like Norsat, Global Skyware, and CPI kept their exact standards even during this challenging time", said Krasimir Terziev, Director of Business Development at Orbital Connect.

## BENEFITS

### Modern and advanced Satellite Ground Station

bTV Media Group can rely on the latest equipment with remarkable capabilities.

### A Single Sourcing Solution

All the activities of engineering, distribution, and installation of the equipment are awarded primarily to Orbital Connect.

### Trusted Manufacturerers

The world leading brands included in the project are well known for their quality, warranties, and excellent technical support.

"bTV Media Group has selected Orbital Connect as a part of the initiative to expand its field of satellite antenna systems and the reception of satellite signals.

Orbital Connect's regional presence as a platinum distributor of Norsat is the best choice for having a local, reliable, long-term partner for professional satellite solutions.

bTV Media Group will continue to cooperate with Orbital Connect since the company offers complete solutions and participates in every phase of the project. From the analysis and evaluation phase to implementation and configuration."

Technical Department  
bTV Media Group



Orbital Connect meets the need for satellite connectivity service and RF equipment. The company offers an extensive product and service portfolio. Orbital Connect product catalog includes over 3000 satellite and RF components such as LNBS, BUCs, BDCs, LNAs, High Power Amplifiers, Modulators, Demodulators, Redundant systems, Modems, DVB-S2/S2X VSAT technology, Antenna Control Units, Switch Matrix / Routers, HUBs.

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