Dusting off an old analog television set and playing a video off a cassette would be a relatively novel experience for many of us, in today’s digital age. We have evolved greatly from the initial radio-wave based analog television systems and have moved on to the age of ultra-high definition (UHD). If radio waves needed to be used to deliver a UHD feed to a television, a giant industrial-grade transmitter was required at a position adjacent to the television. With living spaces and offices reducing in size, this would not be the most feasible way to bring television to the people anymore.

Transmission through cable was the way out. Cable allowed for a significant improvement in video and audio quality, and in turn, end-user experience. The problems with analog transmission via cable are quite significant though. Audio and video signals were transmitted via Amplitude Modulation (AM) and Frequency Modulation (FM). As a result, television transmissions were subject to interference. Ghosting and snow were possible obstructions, depending on the distance and geographical location of the source from the television set. Bandwidth restrictions on analog transmission also meant lower resolution and overall quality of the image received on the television screen.

Digital transmission proved to be the game changer. Radio waves, which were used to facilitate transmission and were less efficient, were replaced by data. Tiny bits of information were sent from the source and delivered to the destination, where they would be converted into audio and video signals. Audio and video quality improved, and high definition television was now a reality. This was further augmented by developments in the field of data transmission, with L2 Multicast helping businesses reach multiple users simultaneously across large geographies.

The L2 Multicast is a solution that helps businesses deliver their content to subscribers more efficiently. Transmission is done through a network link that establishes a tree, connecting the source to multiple receivers. It copies data from the source and broadcasts it simultaneously to multiple end points which help improve broadcast efficiency and gains in bandwidth. The solution also allows for localised video content to be shared at any of the drops while also allowing for a means to distribute it further, across multiple geographies.

For businesses that aim to lower costs while boosting customer satisfaction levels, the L2 Multicast offers a robust means of delivering content. It allows for them to digitally simulcast live TV and multicast to thousands of subscribers simultaneously with optimised bandwidth usage, allowing for costs to be controlled effectively. In a world that is slowly moving towards total digital transmission, it represents the strongest means to share content with thousands simultaneously.