

**CASE STUDY**

## Televisa Erases Global Video Standards at 2006 FIFA World Cup with Kahuna™ Switcher

Snell & Wilcox's multiformat production switcher eliminates the need for outboard conversion devices

### The Customer

Grupo Televisa, S.A. is the largest media company in the Spanish-speaking world and a major participant in the international entertainment business. It has interests in television production and broadcasting, production of pay-television networks, international distribution of television programming, direct-to-home satellite services, publishing and publishing distribution, cable television, radio production and broadcasting, professional sports and live entertainment, feature film production and distribution, and the operation of a horizontal Internet portal. Grupo Televisa also owns an unconsolidated equity stake in Univision, the leading Spanish-language media company in the United States.

### The Challenge

To deliver simultaneous standard and high-definition remote video coverage of the 2006 FIFA World Cup, the world's most watched television event, to viewers across Mexico.

### The Snell & Wilcox Solution

Kahuna is the world's first and only production switcher to enable simultaneous standard (SD) and high-definition (HD) operations on the same control surface and in the same mainframe. Kahuna makes it easy and cost effective to output simultaneous SD and HD versions of any program feed.

Powered by Snell & Wilcox's exclusive FormatFusion™ technology, Kahuna enables program creators to integrate any SD video including live cameras, graphics or archives into HD productions, seamlessly, without the need for upconversion. It also allows HD material to be incorporated into HD productions without the need for downconversion.

Kahuna's multiformat capability makes it ideal for the demands of global sporting events like the World Cup. Operators can use captions, graphics, hand-held shots, and archives without having to worry about the compatibility of formats or standards.

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▶ With Kahuna, there is no need to upgrade a broadcast facility with all HD sources. There is no need for upconversion of SD material. Kahuna enables users to make the transition to HD gradually, extending the useful life of legacy SD equipment.

**The Results**

Grupo Televisa has now acquired four Kahuna production switchers. Two Kahuna systems, both loaded with 4 M/E (mix/effects) banks and two control panels, were used to integrate SD and HD sources on World Cup events.

M/Es can be allocated either to SD or HD sources, or mixed together on a single M/E. The switcher's operational flexibility makes maximum use of all available M/Es by networking multiple control surfaces to different mainframes, allocating one mainframe to separate control panels, or operating in SD or HD as required.

Purchased for initial use at the World Cup, the Kahuna systems also gave Televisa the ability to make a rapid yet controlled shift to HD broadcasting. The network broadcast matches and accompanying programming on two channels, which together represented Mexico's first HD channels. Once the tournament concluded, Televisa integrated the Kahuna systems into its main studios for news and sports coverage.



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