



Staying on Cycle

Raymond Miklius, Vice President, EMEA Sales and Channel Programs

The world has changed over the past 24 months, with nearly every corner of life changed by a pandemic that no one saw coming. Countless business and personal lives remain affected, though through it all we have persevered and find new ways to adapt to unexpected changes.

Our industry is no exception. Broadcasters and suppliers continue to adapt to changing business models, sales strategies, supply chains and consumer habits. Looking at the latter, we know that life changes early in the pandemic inspired investment in home entertainment systems. A new generation of content creators was born, bringing new options into the home. Not to be outdone, broadcasters have continued to innovate new ways to create and deliver programming. There is no “one size fits all” approach, but the message is that the industry has persevered and adapted to inform and entertain audiences.

Selling has never been an easy job, but we all know the unique challenges of broadcast product sales. We don’t use the pandemic as an excuse, but we understand its implications. First, we lost our ability to visit our customers at their facilities as we have always done. We also lost our ability to meet and do business at trade shows. Budgets were almost immediately affected, with “wants” put on ice indefinitely. For the broadcaster, purchasing became strictly about “must-haves.”

Transmission is a unique market. It is cyclical by nature. There are government mandates worldwide that transition broadcasters to digital standards. There are national initiatives that require changes to the transmission infrastructure, down to the local level. And there is the unique lifecycle of the product itself. A broadcaster’s transmitter may be 20 years old, but when it needs to be replaced – it needs to be replaced. Lower power backups may work for a limited time, but to remain on the air that broadcaster will need a new transmitter.

Investing in transmission infrastructure is required to support our customer’s expansion plans. And it’s the experts like that you that are out there fighting to find the right solutions for each broadcaster at the right price, whether they simply need better efficiency and lower maintenance costs, or if they are transitioning an entire national broadcast system to digital.

During this challenging time, we here at GatesAir appreciate your efforts. Please remember that you are not alone in your fight. GatesAir sales and support resources are available 24/7 to help you with your needs and your message, and to help you and your customers stay on cycle. Reach out to your regional GatesAir resource at any time as we work together to address our new world challenges. Together, let’s hope that some level of normalcy is achieved in 2022, and we will continue to build our businesses together.



A new Maxiva VAXTE-8 on the shipping dock

The Times Aren’t A-Changing; We’re STILL the Best

The city of Quincy, Illinois saw significant change early in the 20th century as its downtown center flourished with new construction and business growth. The 1920s marked the zenith of the “Gem City’s” initial downtown expansion, including its first skyscraper in 1925.



YEARS OF BROADCAST TECHNOLOGY

An entrepreneurial spirit was also taking shape beneath the shadows of this visible change. In 1922, the creativity of a young radio enthusiast named Parker Gates inspired his parents to launch a company from the family’s kitchen table. The new business, called **Gates Radio and Supply Company**, shifted its initial focus from home receivers to commercial broadcast equipment over the ensuing decade. That transition was punctuated with the delivery of its first AM radio transmitter in 1936.

The vision of Henry and Cora B. Gates was built to last. In 2022, the company we know and love today as GatesAir celebrates its 100th year in business. That is no small feat.

How does a company rightfully celebrate such an impressive milestone? The industry has grown with GatesAir over 100 years, and we have innovated every step to help broadcasters bring TV and radio into homes, cars, businesses and outdoor areas worldwide.

Case Study: Transition from T1 to IP with Intraplex

The telecom industry's transition to IP has introduced challenges to broadcasters with existing T1 infrastructures. The price of T1 circuits continues to rise while quality of service has grown uneven. Telcos have also shortened contractual renewals, with an obvious eye toward a T1 sunset.

Minnesota Public Radio (MPR) and **American Public Media**, which operates 46 public radio stations and 41 translators serving listeners in eight states, is among those that retain a high-performing T1 infrastructure for audio contribution and distribution. The broadcaster also operates a hybrid infrastructure of IP codecs from a mix of vendors.

Management of our long-distance connections to the PRSS NOC is among the key responsibilities of Minnesota Public Radio Chief Engineer Bill Dahlstrom. "Our APM program portfolio, which includes BBC World Service, C24, and Marketplace, reaches nearly 17 million listeners each week," said Dahlstrom. "To maintain that level of listenership we first need to ensure our programs reach ContentDepot in Washington DC."

GatesAir Intraplex T1 equipment has long provided reliable long-distance transport for these signals.

However, with T1 services fading the broadcasters

has began transitioning these circuits to IP. At press time, MPR/APM uplink a number of live streams using Intraplex IP Link 200 codecs. 24/7 Streams include the BBC World Service and the broadcaster's own C24 Classical Music Service. BBC is delivered from London, while C24 originates from their St. Paul studios.



Dahlstrom notes that while the reliability of IP-type circuits is proven, there were concerns in giving up the circuit diversity that T1 offers. "We have found that the IP Link 200 does the job well, including the transatlantic hop from London," he said. "We have also established a bi-directional link between Washington DC and Los Angeles, and we intend to serve more points from St. Paul with additional codecs."

Dahlstrom calls the IP Link 200's feature set "impressive," citing its two bi-directional feeds and additional front-panel monitoring/GUI features as useful. He is most impressed with GatesAir's Dynamic Stream Splicing (DSS) software, which provides an important layer of redundancy for mission-critical program streams.

"DSS lets us send multiple identical streams over two different paths to borrow data from each other in compensation for packet loss," he said. "We also use Intraplex LiveLook software to monitor stream performance and network conditions. Both systems, notably DSS, have been invaluable to our daily operations and stream reliability."

The DSS software adds even more value when using public internet, according to Dahlstrom. He confirms that the IP Link 200 performs reliably and consistently over two public internet circuits with stream splicing.

"Our initial goals with the T1 to IP transition have been modest," said Dahlstrom. "We wanted to efficiently and reliably deliver program audio from point A to point B, and show our staff the potential these units offer as expand our contribution and distribution services. The IP Link 200 has encouraged us that to look beyond T1 and transition more of our contribution and distribution services to IP."

Partner Spotlight: Composite Technology

One channel partner, one country: this is the standard formula for most broadcast manufacturers outside of the United States. It's even more noteworthy when that single channel partner performs so impressively when the country comprises 7,641 islands. The experts at **Composite Technology** do exactly this on behalf of GatesAir and other brands throughout the Philippines and its distributed landscape.

COMPOSITE
TECHNOLOGY INC.

Incorporated in 1996, Composite Technology specializes in broadcast equipment supply and systems integration. RF is one key specialty, and lately the Composite team has been busy transitioning Philippine broadcasters to ISDB-Tb digital TV systems. The company has also been active refreshing FM infrastructure for radio customers, while scoring the occasional HD Radio project.

All of these projects involved GatesAir high-efficiency transmitters. Composite has represented GatesAir throughout the country since 2003, which means there is now a large installed base of GatesAir systems throughout the world's fifth largest island country.

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GatesAir Team Spotlight

This month's Team Spotlight is on **David Hopson**, GatesAir's new Regional Director for the Caribbean and Latin America (CALA) region. Based in GatesAir's Mason, Ohio headquarters, Dave has spent nearly his entire 30-year professional career at GatesAir – a true story of a professional working his way up the ladder.



"I started in the service and parts department, and that led to positions in order administration and field service before becoming a proposal engineer," he said. "These experiences were very customer-focused, often working with customers through emergencies. That really set the stage of my career in sales."

Dave has worked exclusively in GatesAir sales for the last 20 years, working his way up the sales organization in North America before taking on the CALA opportunity – a role that presents new challenges and exciting opportunities. Dave works closely with his regional GatesAir sales team and channel partners, who are at the core of GatesAir's success throughout the region. He notes that the sales process in CALA is often longer than in North America, and he collaborates with his channel partners to ensure that they match the end customer's technology needs with their financial strategies.

"We have new channel partners in several countries that have already made a significant impact on our regional visibility. We have exciting projects taking shape in Bolivia, Brazil, Chile, Colombia, Mexico and Peru, to name a few. CALA is a key growth region for GatesAir, and we know that our channel partners make a real difference."



Service/Support Corner

Brent Whelan, Director of Services

In this issue, the Service team spotlights the GatesAir Training Center.

At GatesAir, we believe that providing customers with knowledge-based and effective training solutions is integral to maintaining customer satisfaction. That satisfaction is directly related to the

knowledge gained allowing for the proper care and maintenance of their GatesAir product and will undoubtedly result in future opportunities and brand loyalty.

In partnership with our Sales and Product teams, GatesAir Service has optimized the ability to provide effective training solutions which include 1) factory training at our manufacturing and service center in the USA at Quincy, Illinois, 2) remote training at world-wide customer locations, and 3) on-line training using the latest video conferencing applications. In all three offerings, we use experienced experts who have design, installation, maintenance, and start up expertise to tutor broadcast engineers and IT personnel that have now been entrusted with maintaining the infrastructure of broadcasting stations.

In addition to our standard course offerings, we also offer a variety of training solutions that can be developed and customized to work best for our customers while focusing on their specific equipment, people, and operations.

Ultimately, our philosophy correlates with a spin on the old proverb: give an over-the-air broadcaster a fish and you feed him for a day; teach an over-the-air broadcaster to fish and you feed him for a lifetime! Visit gatesair.com/services/training for more information and contact us at training@gatesair.com to discuss training options that best fit your client's needs.



Remote ULXTE Transmitter Training Oct 2021

Social Media

In case you missed these...

FACEBOOK



These integrated low-power Maxiva UC and OP series #UHF transmitters are part of the latest phase of digital #television rollout for Televisión Nacional de #Chile. In recent years we've supplied their high-power fleet of Maxiva UAXTE & ULXTE transmitters.

TWITTER



We are pleased to share these photos from a recent seminar run by our Indonesia channel partner Catur Mitra Adhikara. The Flexiva FAX maintenance seminar/demo was part of a training event organized by Radio Republik Indonesia (RRI)

LINKEDIN



GatesAir Maximizes Power and Efficiency for Louisville Duopoly
<https://zcu.io/WRVZ>

Be sure to follow us on GatesAir's social media network pages:



Upcoming Events

Tentatively scheduled, pandemic permitting

NAB Show 2022

Booth W7426



April 23 - 27, 2022

Las Vegas Convention Center, Las Vegas, NV, USA

CABSAT 2022

Stand 203



May 17 - 19, 2022

Dubai World Trade Centre, Dubai, United Arab Emirates

Asia Tech x Singapore [BroadcastAsia 2022]

Stand 5K3-01



June 1 - 3, 2022

Singapore Expo, Singapore

If there is an upcoming event, workshop, open house or presentation that you would like to have mentioned in the next issue, please contact kadams@gatesair.com

For more information:
gatesair.com/events

Need Assistance?

Service:

+1 888 840 4622

support@gatesair.com

Quick Link to the
Channel Partner Portal:
partners.gatesair.com

Recent Key Wins

Partner: **Duo** [Chile]
Deal Info: Radio products

Partner: **FS24** [Argentina]
Deal Info: TV products

Partner: **Foccus Digital** [Brazil]
Deal Info: Radio & TV products

Partner: **RAPAC** [Israel]
Deal Info: Radio products

Partner: **AUCOM** [Cameroon]
Deal Info: TV products

**Congratulations on Keeping
Business Moving!**

The Times Aren't A-Changing; We're STILL the Best

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We can look back at how we introduced solid-state transmission tech in 1974, and revolutionized UHF/VHF efficiency with the first truly green transmitter architecture in 2009. We can celebrate how the aggressive growth of our Intraplex line has advanced Audio over IP adoption, and reflect proudly on our leadership in supplying US Repack systems and DTV networks internationally.

Through this reflection, we will also focus on connecting what's next. From supplying NextGen TV networks domestically to cleverly building out digital TV and radio networks worldwide with our latest unique, high-efficiency transmitters, GatesAir has exciting new product plans coming to market that will set the stage for the next century. After 100 years in business, we are just getting started.



We invite you to celebrate the past and future of GatesAir's unique company heritage as our treasured business partners. We will soon announce activities for this year-long celebration including special customer events, engaging contests and cross-promotional opportunities that focus on helping you more effectively promote and grow your GatesAir business. Stay tuned for news on what's next!

Partner Spotlight: Composite Technology

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"There are GatesAir transmitters here that have been in operation for 20 to 25 years," said Rick Padrinao, President and General Manager of Composite Technology. "They have a reputation for making very durable and efficient transmitters, and that goes a long way with broadcasters in the Philippines."

Serviceability is a major benefit for Composite Technology, which has a small team of three technicians that provide all factory and field support. "We sell a lot of Maxiva TV transmitters in the 1 kW to 10 kW range," said Padrinao. "We like how the modular design of the Maxiva and the Flexiva FM transmitters keep maintenance simple. It is easy to replace modules on site, and if one fails the transmitters keep working without any noticeable drop in performance."

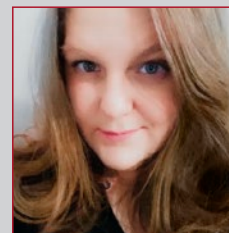


Padrinao adds that he works closely with the regional GatesAir sales team to identify the right solutions for each customer, and communicates with GatesAir engineers in the USA and Europe when technical support is required. He is interested in what he sees coming out of the European product line as well.

"We have to hover over the objective of every broadcaster we represent to ensure coverage across most of the islands," he said. "We see products coming out of Europe like the PMTX-1 pole-mount transmitter that will work very well for low power and gap filler applications. And we are seeing more opportunity to add Intraplex IP Link codecs as cost-efficient transport systems for FM radio."

GatesAir Connections

It's nice to put a face with a name or voice that you may not have met in person. In this issue we'd like to introduce you to **Erin Rosen**.



When Erin started at GatesAir 7 years ago, she was hired only to be an Executive Assistant to the CEO. Eventually, she was asked to take on more responsibilities and added the role of Contracts Manager and the Channel Partner management duties. She works with our regional sales managers to draft new Partner agreements and renewal extensions. She is also responsible for securing signatures for any legal documents needed for tenders.

Erin holds a B.A. degree in Political Science from Franklin College of Indiana and a J.D. degree from the University of Akron School of Law. She lives in Cincinnati with her daughter, enjoys watching sports and listening to live music.

If you have questions about your Channel Partner Agreement or renewal extension, please feel free to reach out to Erin at Erin.Rosen@gatesair.com.