

Oregon Public Broadcasting Goes Digital With Tektronix

With the help of a Tektronix MTS 100 MPEG Transport Stream Generator and Analyzer, Oregon Public Broadcasting (OPB) is now transmitting continuous real-time digital — or HDTV — broadcast video.

Earlier this year, OPB became Oregon's first broadcaster to transmit experimental digital signals. The MTS 100 creates, generates, acquires, and analyzes MPEG transport streams.

"We are able to use the MTS 100's analytical capabilities to store digital video onto a hard disk," says OPB Vice President of Technology Michael Tondreau. "We can then play back the stored video in a loop and feed it into the transmitter."

Aggressive Transition

The Federal Communications Commission (FCC)

has mandated that commercial stations air digital signals in the top 40 metropolitan areas by November, 1999. All analog transmitters must be turned off by 2006, thus requiring the networks and local stations to essentially replace the US's broadcasting system.

Though public stations have longer to meet the new requirement, OPB has assumed an aggressive schedule matching that of commercial stations.

"Waiting to put an HDTV signal on the air would be detrimental to our future," says OPB President and CEO Maynard Orme, "since we would be the last on the air in Portland,

which represents 70 percent of our audience membership."

A Resource for Learning

In addition to HDTV's vastly improved picture and CD quality sound, digital technology allows broadcasters to squeeze four channels into the bandwidth now reserved for one.

"Our mission is to be the state's most accessible learning resource," says Susan Thomas of OPB's marketing. "Digital technology will allow us the flexibility to broadcast preschool programming, classroom video, adult learning and public affairs programming all at the same time."

OPB has been increasing the number of programs it sells to national and international markets to protect its own sustainability. "We can't be competitive if we don't produce shows in the new format," says Susan.

During the testing phase, OPB is making its video signal available to Tek to further its research in creating digital broadcast products.

In addition to the MTS 100, OPB uses a Profile® professional disk recorder donated by Tektronix to store and construct its station breaks and promotional footage.

— Charles Martin

Jerry's Seat on OPB Board Offers Mutual Benefit

Tektronix Chairman and CEO Jerry Meyer recently joined the Board of Directors of Oregon Public Broadcasting (OPB), which could prove to be a "win-win" situation for both Tek and OPB.

"Jerry's appointment is a huge asset for OPB," says OPB President Maynard Orme. "His experience will provide us with valuable leadership as we transition into digital technology."

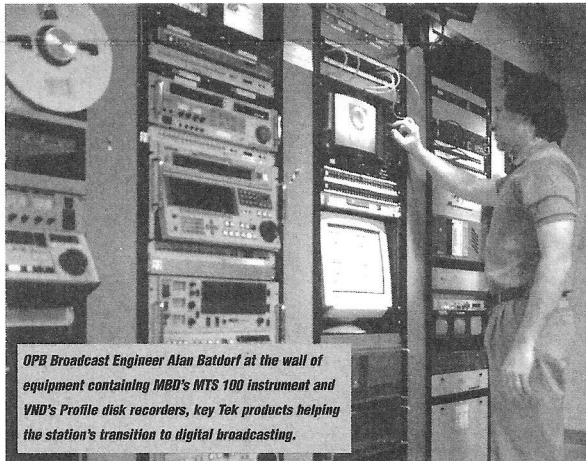
And Jerry sees benefits to Tektronix. "Combining the efforts of Tektronix and other high-tech companies in the region, OPB is on the cusp of providing viewers with a digital signal using the most advanced technologies available," he says. "By doing so, they will be able to offer us valuable insights as we help them and other broadcasters shape the future of television."

Jerry's term on the OPB board is three years.

**MBD and VND Products
Help Station Switch to
HDTV Technology**

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**Michael Tondreau
OPB Vice President
of Technology**



OPB Broadcast Engineer Alan Batdorf at the wall of equipment containing MBD's MTS 100 instrument and VND's Profile disk recorders, key Tek products helping the station's transition to digital broadcasting.