



CUSTOMER STORY . JUNE 2020



# Celerway Arcus delivers a 93% increase in upload speeds for TalkRADIO

To overcome LTE congestion on location when reporting live on UK political events, Wireless Group’s TalkRADIO social media team turns to Arcus to ensure the news is new.

## CUSTOMER PROFILE: THE WIRELESS GROUP

Owned by News Corp, Wireless Group is a leading media company that has successful radio brands in the UK and Ireland, including talkSPORT (the world’s biggest sport radio station), TalkRADIO, Virgin Radio, and several popular music stations. In addition, Wireless operates Switchdigital, a digital audio broadcasting multiplex business, and a digital services division.

## PARTNER PROFILE: WIRED BROADCAST

Based in London, Wired Broadcast is a Celerway partner with deep experience in the broadcast segment. Since 1992, it has been a trusted provider of end-to-end broadcast and live event facilities for A-list customers around the world. In 2016, Wired Broadcast was instrumental in helping Wireless and Virgin Radio UK achieve the world’s first live launch of a radio station broadcast from a high-speed train.



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## CHALLENGE

College Green, the public park across from the UK Houses of Parliament, is a popular spot for broadcasters covering politics. During Brexit debates in late 2019, Wireless found that timely reporting was stymied by congested 4G networks. With upload of HD video at approximately 2 Mbps, taking between 15 and 30 minutes, the news footage TalkRADIO published was no longer quite so new.

## SOLUTION

Wireless contacted Wired Broadcast for recommendations. “They’re true professionals who know radio and understand our workflow,” says Chris Thame, Lead Stations Engineer at Wireless. Wired Broadcast provided a Celerway Arcus router for testing, outfitted with cellular data SIMs from multiple carriers. Celerway’s flagship multi-WAN router, Arcus has a throughput capacity of nearly 1 Gbps and enables up to 7 simultaneous WAN connections (3 cellular), thanks to CelerwayOS next gen load balancing software. Based on stellar performance in testing, the team put Arcus into action with the social media team for a Brexit broadcast.

## RESULTS

When TalkRADIO returned to College Green, now with Arcus, they experienced a dramatic improvement in upload speed of HD video to within 60 seconds, enabling timely publishing of news content. “Our social media team was bowled over by Arcus. We love what it did,” says Thame.

- » **Enabled a 93% increase in upload speeds, ensuring timely delivery of news content to social media platforms**
- » **Provided production staff with secure access to company services on location with no need for on-site engineering support**
- » **Extracted maximum performance from multiple LTE connections**

Thame says that, with these results, Arcus is a good fit for outside broadcasts at home and abroad, adding that, with a new station coming soon to Wireless, he expects company demand for Arcus to grow.

To learn more about how Celerway solutions can keep remote teams connected, contact us.



Celerway is on a mission to keep business ahead of the mobile curve. Based in Oslo, Norway, Celerway offers the only open source-based mobile-first SD-WAN platform and a range of high-performance multi-WAN routers. With Celerway, customers harness the power of multiple simultaneous wireless and wired connections, expanding network reach.