



WIRED BROADCAST • CLIENT STORIES SERIES

When unforeseen events leave other broadcasters out in the cold, Silver Lake Audio keeps its client safe and sound using Mediaport®

Silver Lake Audio in New York is an industry leader in the management, support, and engineering of major remote (outside) radio broadcasts. For over 30 years, the company has served hundreds of clients throughout the United States and internationally, from radio stations to major broadcast entities and corporations, including ABC Radio Network, Disney, Norwegian Cruise Line, Sandals Resorts International, and Westwood One.



Challenge

Prior to a live address by the U.S. President at a 2018 political conference, the Secret Service cleared the venue for a security sweep, interrupting activities and leaving broadcasters in the hallway, unable to continue their programs.

Among them was Silver Lake, there to oversee engineering for the stations. This experience and others in the past drove Silver Lake to search for a solution to give clients reliable connectivity no matter what.



Solution

Steve Kirsch, President of Silver Lake, contacted Wired Broadcast to discuss possible solutions in 2019. The companies often refer clients to each other, and Kirsch knew Wired Broadcast offered agile connectivity solutions. On a trial basis, Wired Broadcast provided Silver Lake with Mediaport®, its multi-WAN router that uses multiple simultaneous WANs, including cellular, to create reliable ultra-low-latency connectivity.

Because most of Silver Lake's business is in multi-station remote broadcasts, a key requirement was that Mediaport support multiple audio IP codecs simultaneously. Silver Lake conducted a simulated remote and was pleased to find that Mediaport successfully connected several Comrex ACCESS codecs without packet loss or dropout. He became fully convinced after seeing Mediaport provide continuous connectivity for a radio show hosted by Elvis Duran from a cruise ship in New York Harbor. "We also looked at a couple of solutions from other vendors. Mediaport was clearly the superior solution for us, plus we already had a trust relationship with Wired Broadcast," Kirsch said.

Results

In 2019, Silver Lake returned to the political conference, now with two Mediaport devices. This time, a nationally known politico made an unscheduled appearance, and the client turned to Mediaport to put him on the air in a matter of minutes.

A successful demo at the All-Star baseball game in Cleveland in July 2019 convinced ESPN Radio that Mediaport would be a useful addition to their toolset for covering collegiate sports. In remote locations, ESPN may not get access to the local university's broadband connection, and a mobile hotspot is an unreliable backup solution when thousands of sports fans are using their mobile phones. Silver Lake has also demonstrated Mediaport to a client with plans to broadcast live from the U.S.-Mexico border while covering immigration issues. This opportunity and many others make Mediaport an essential new part of Silver Lake's offering.

"We consider Mediaport® to be an important safety net for our radio remotes, when internet interruption can be a big problem if you're depending on a single connection."

STEVE KIRSCH, PRESIDENT,
SILVER LAKE AUDIO

About Wired Broadcast Wired Broadcast is an international provider of agile connectivity for mission-critical applications and a trusted provider of end-to-end broadcast and live event facilities and services. Since 1992, we have served hundreds of influential clients in broadcasting (BBC), construction (RG Group), banking (Royal Bank of Scotland), live events (Live Nation Entertainment), defence, and more.

We manufacture Mediaport® multi-WAN solutions and distribute related products. Our wide range of multi-WAN solutions provides reliable connectivity for mission-critical applications in fields as diverse as security, law enforcement, the military, construction, education, live streaming, and of course, TV and radio.

To learn more about our multi-WAN solutions for remote broadcasts and live events, contact us at sales@wiredbroadcast.com or give us a call at +44 20 3376 7710.

