

# Use Case - Media Production

Media production often requires flexibility, efficiency, and cost-effective connectivity solutions, especially when covering events or producing content in remote locations. Cellular connectivity can be an essential tool for on-demand remote media production.



## How can Cellhire's cellular connectivity address media production challenges?

### ◆ Choice and flexibility on networks

Media production teams can select the most suitable cellular network based on location and network provider availability. This adaptability enhances connectivity and reduces costs for projects that frequently span diverse locations, from remote areas lacking fixed line or WiFi options to city centres, where cellular connectivity ensures reliable data transfer and streaming capabilities, regardless of the environment.

### ◆ Device provision

Media production devices and kits that implement cellular SIM cards can be deployed in the field. These kits may include cameras, microphones, drones, and other equipment and can capture high-quality audio and video content and transmit it over cellular networks to broadcasting centres or cloud storage in real time.

### ◆ Short- and long-term options

Media production needs can vary significantly, from short-term live events to long-term documentary projects. Cellular connectivity offers both short- and long-term options, allowing media production teams to adapt their connectivity plans to the specific needs and duration of each project.

### ◆ Cost control

Cellular connectivity provides cost-effective connectivity solutions. Media production teams can select data plans that align with their budget and project requirements, minimising unnecessary expenses. Pay-as-you-go options ensure that they only pay for the data they use.

## Why choose Cellhire for your media production connectivity needs?

- ◆ Access to 40+ mobile network operators
- ◆ Competitive rates for UK and EU roaming
- ◆ Customised solutions for media and broadcasting
- ◆ Un-steered multi-network SIMs for seamless connectivity
- ◆ eSIM capabilities for flexibility and control
- ◆ 4G and 5G options for high-speed data transmission
- ◆ Primary and backup options for continuous functionality
- ◆ Reliability and security

### Interested to find out more?

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**Visit:** [cellhire.co.uk/iot-connectivity/applications/media-broadcasting](https://cellhire.co.uk/iot-connectivity/applications/media-broadcasting)