

# SYNCBAK

## OTT 101: Choosing a Platform That Has Your Back

---

At 3:30PM ET on November 19th, warning lights began flashing at WCAX Channel 3, Gray Television's CBS affiliate in Burlington – Plattsburgh. Immediately following, the station was off-air.

The antenna assessible only by snowmobile, crews made the 4,300ft climb up Mt. Mansfield, the highest mountain in VT, to investigate. They discovered a fire had destroyed the antenna.

The catastrophic event kept WCAX from delivering important news and information not only to viewers at home, but to over 25,000 additional viewers who receive the station's programming from local cable providers in the area.

Syncbak's swift action enabled station affiliate WCAX Channel 3 in Burlington-Plattsburg to reach all viewers within days of a fire that destroyed its antenna and left the station dark.



Antenna Fire

Weather  
Hindering  
Repair



“As broadcasters, our pledge is to serve the community, to keep them safe. Our duty is to alert our viewers about what’s happening so they can be informed and make decisions. Suddenly, we were unable to do that, unable to serve the public. I knew we needed to get Syncbak involved.”

- Jay Barton, Vice President and General Manager at WCAX-TV

**SYNCBAK**  
www.syncbak.com

## HOW SERVICE WAS RESTORED

WCAX crews immediately went to work and within two hours were able to restore service to half of their viewers by physically making new connections to any system that was receiving its feed within a two-mile radius. But restoring service to cable providers over two miles away was deemed technically impossible by experts at the station.

On November 21st, WCAX reached out to Syncbak. Syncbak's technology, including its Syncbox and SimpleSync streaming technology, were safe from the fire at the station, still able to ingest the station's over-the-air feed. Fifteen minutes following its initial call to the team at Syncbak, WCAX was back on the phone with three members of Syncbak's technical team. Within an hour, Syncbak provided WCAX a URL that could be sent to the ten remaining cable providers to power their over-the-air stream until a temporary antenna was in place. By Saturday morning, just four days after a fire took out the antenna and the station went off-air, every provider was up and running, thanks in part to the quick work by Syncbak.

"I'd heard Syncbak's founder & CEO, Jack Perry, speak about the company's belief in and commitment to local broadcast stations. Experiencing the passion first-hand during such a difficult situation for our station was beyond what we ever expected. They made what we felt was technically impossible, quickly possible and easy to implement."

- Jay Barton, Vice President and General Manager at WCAX-TV

# SYNCBAK

[www.syncbak.com](http://www.syncbak.com)