

WHAT ARE WE MEASURING

Broadcast antennas mounted on towers and masts, these usually have:

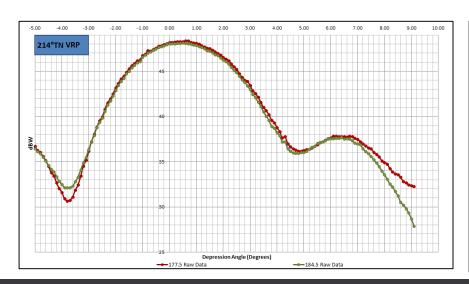
- High powers, high gains
- Narrow vertical beamwidths
- Directional patterns
- Multiple feeders
- Multiple channels across multiple frequency bands
- Different modulations (AM,FM,HD Radio, ATSC,DVBT,DAB,Analog,etc)

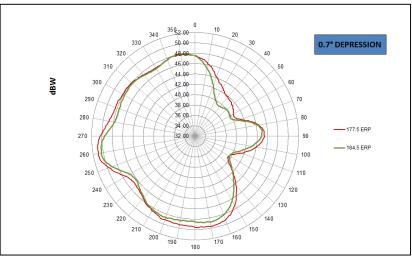




WHAT ARE WE MEASURING

 More specifically, we measure the Horizontal Radiation Pattern (HRP), Vertical Radiation Pattern (VRP) and the Effective Radiated Power (ERP) of these antennas.



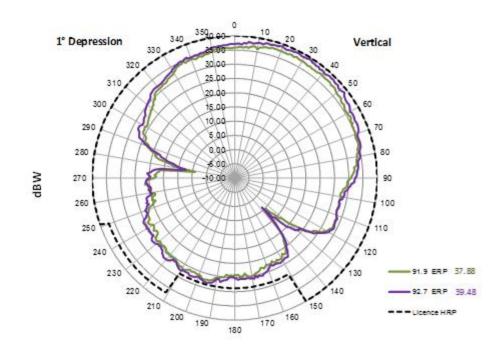






WHY ARE WE MEASURING

- To make sure that the antenna and transmission network is operating as per its design
 - If not, why not
- To compare differences in antenna patterns when changing channels and antennas (e.g. Pre and Post Repack)
- For legal compliancy







TRADITIONAL

- Spot Measurements
- Time consuming
- Difficult to diagnose issues
- Limited to 30 feet (10m)
- Multipath
- Costly (heli)
- Manual Flight (heli)



VS





NEW

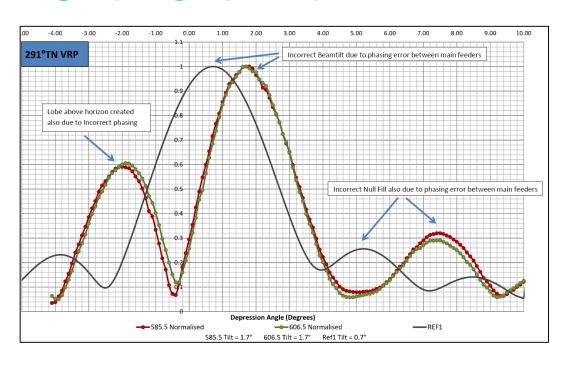
- 360 Degree Data
- Time Efficient
- Easy to Diagnose issues
- Autonomous flights
- Automated Reporting
- Live data
- Free Space





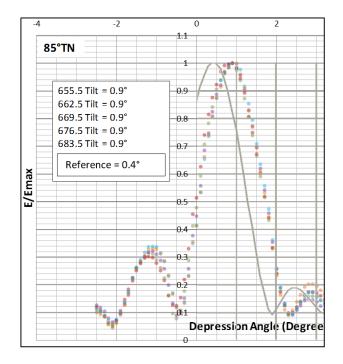
REAL-WORLD CASE STUDIES

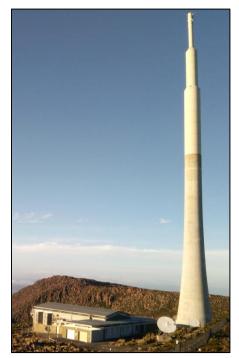
Incorrect Feeder Phasing



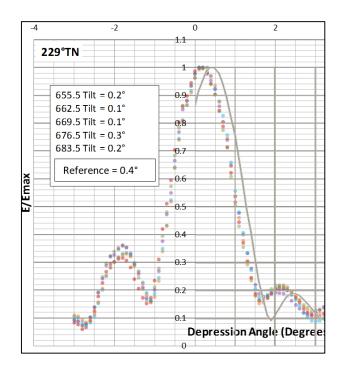








Mechanical Lean

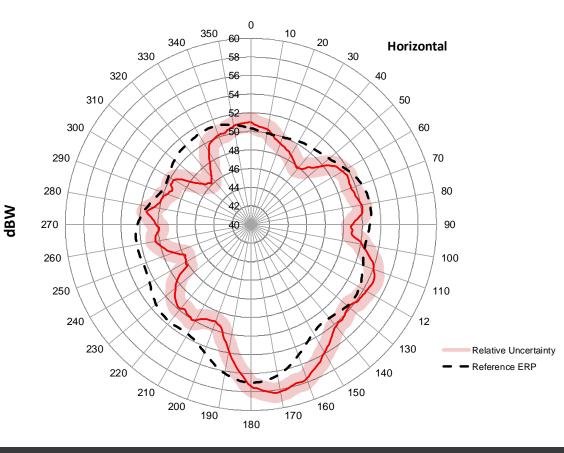






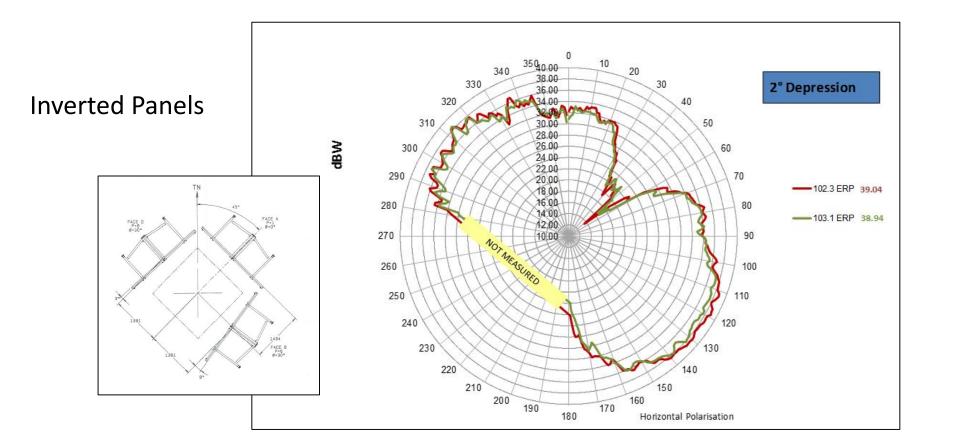
Incorrect Orientation







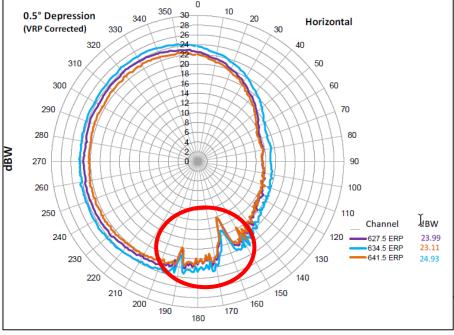


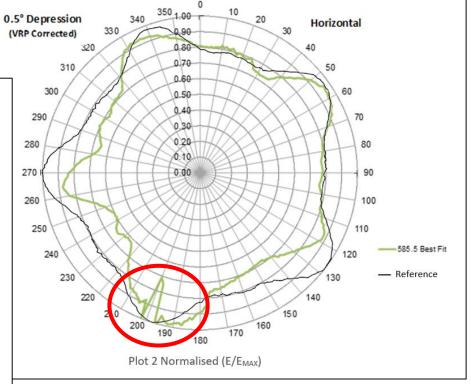






Effects of adjacent structures









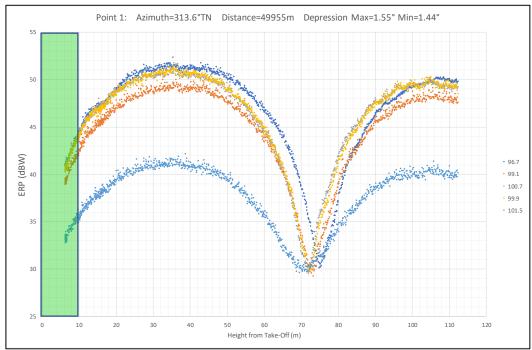






IN-FIELD COVERAGE CHECKS







TYPICAL SCENARIO (NEW REPACK ANTENNA & CHANNEL)

- Pre-change UAV-based antenna verification (insurance policy)
 - Coverage prediction plot
- Installation crews change the antenna and switch frequency
- Post-change UAV-based antenna verification (while technical crews are still on-site)
 - Coverage prediction Plot
- Coverage Verification



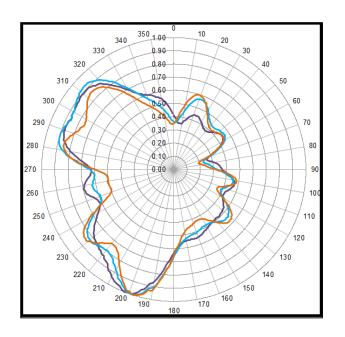


WHY MEASURE AGAIN

- Poor performing antennas ultimately means less population covered, less advertising penetration, less revenue stream, etc
- We measure to find and eliminate the issues
- To protect an investment that costs \$\$\$\$\$\$\$\$\$\$\$ with a service that costs \$



QUESTIONS





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