10 COMMON BROADCAST MYTHS *about* NDI®

NewTek's software-driven IP video technology is the talk of the industry. Adopted and integrated into products by hundreds of companies, in development with thousands more, and readily accessible by millions of people worldwide, NDI® is the most widely adopted and used IP standard on the planet. Even still, as with most disruptive technologies, there's misunderstanding, misinformation, and misconceptions.

So, we thought we'd set the record straight on 10 of the most common broadcast myths about NDI.

01 'It's not broadcast quality.'

Broadcasters worldwide use NDI, including CNN, Fox Sports, SkyNews, TV Azteca, and MTV. Compression is visually lossless and there's no degradation between generations, so signal quality is virtually identical to baseband SDI.

02 'It's too difficult to work with.'

Simplifying setup, streamlining cabling, and operating through software, NDI actually makes setting up a live production significantly easier, while introducing additional functionality and flexibility.

03 'It's not reliable enough.'

IP and networks drive the modern world, from business, to communication, to entertainment. NDI is just as reliable, if not more than, other methods of transporting video—especially as networking technology continues to evolve.

04 'It doesn't work on existing networks.'

NDI is designed to work on existing networks, with Gigabit Ethernet supporting multiple video, audio, and metadata streams—and high-bandwidth networking increasing that capacity exponentially.

05 'It's proprietary.'

NewTek owns the technology, but anyone can use it. A royalty free SDK is available for any third-party manufacturer or developer that wants to integrate NDI into their products.

06 'It's not efficient.'

NDI encoding and decoding is actually so efficient that processing 4K at 1000 frames per second is possible through software on a modern CPU.

07 'The latency is too high.'

The typical latency of NDI processing is one field or less, and in most implementations, only a single frame is required to encode and transmit video across the network.

08 'It doesn't support multicasting.'

NDI supports unicast and multicast UDP with FEC (Forward Error Correction), along with unicast TCP, enabling workflows to be adapted to network configurations and delivery needs.

09 'Nobody supports it.'

NDI has been adopted and integrated into products by brands like Adobe, Avid, Evertz, Microsoft, Panasonic, and Vizrt—and the list just keeps growing.

10 'It doesn't support standards.'

NDI is not only a de facto standard itself, but gateways exist to interoperate with all other major IP standards in use today, including SMPTE ST 2110.

NewTek™