



# MEDIA & ENTERTAINMENT

**Client:** Television Broadcasting Company

**Value:** \$1.5M+ Project

**Project Type:** Digital Media Operations Buildout

**Facility Size:** 450,000 sq. ft.

**Location:** Southeastern United States

A major television broadcasting company selected ComNet Communications to lead the low-voltage infrastructure buildout of its new 450,000 square foot digital media operations facility in the Southeast. This facility was a cornerstone of the client's strategy to expand their digital content capabilities and required an extremely reliable, high-performance network backbone to support real-time media production, editing, and distribution.

## Challenges

- **Massive Cabling Volume:** Over 6,500 Category 6A copper cables and multiple fiber backbone routes were to be installed, terminated, tested, and labeled in a tight timeframe.
- **Condensed Schedule:** The size and scope of the project, combined with a fixed client timeline, created a demanding work environment that required aggressive planning and efficient execution.
- **Labor Allocation Complexity:** The fluctuating needs of the site and the pace of construction made proper labor force scaling and management a constant challenge.
- **Coordination with Other Trades:** Staying aligned with the general contractor and other trades was critical to maintaining schedule adherence without compromising quality.

## Solutions

- **Dedicated Field Project Manager:** ComNet assigned an experienced Field Project Manager to lead on-site coordination and serve as the single point of contact for the duration of the project.
- **Proactive Communication:** Maintained close collaboration with the General Contractor and client's project leadership team to ensure milestones were met and dependencies were identified early.
- **Scalable Labor Model:** Adapted the technician workforce dynamically—ranging from 6 to 20 installers based on workload and critical path activities—to stay ahead of schedule.
- **Equipped for Productivity:** All field staff were fully outfitted with necessary tools, cable testers, and materials to eliminate downtime and maintain momentum throughout the deployment.

## Results

- **On-Time Delivery:** Despite the aggressive timeline, ComNet successfully completed all infrastructure work on schedule and met all client-defined project milestones.
- **High-Quality Installation:** All 6,500+ Category 6A cables and fiber runs were tested and labeled to standard, ensuring optimal performance for the high-bandwidth demands of digital media workflows.
- **Seamless Integration:** Coordination with the GC and other trades allowed for smooth transitions between build phases with minimal rework.
- **Client Confidence:** The client commended ComNet for their professionalism, adaptability, and ability to deliver at scale in a mission-critical environment.

COMNET COMMUNICATIONS

+1 (800) 421-0389

www.comnetcomm.com

ComNet's integrity, expertise and ability to turn challenges into profitable growth opportunities is the foundation for our reputation and success in a demanding and changing industry. Our dedication to customer service, our understanding of the most sophisticated technology and our attention to the slightest detail assures that our customers will always be connected to the future.

## REGIONAL OFFICES

National Headquarters  
1 Park Ridge Road  
Bethel, CT 06801  
(203) 794-8040  
(800) 421-0389

New York, NY  
(800) 421-0389

Jacksonville, FL  
(800) 328-8007

Flower Mound, TX  
(800) 486-0011