

## Contact

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## Top Skills

Broadcast Media  
Digital TV  
Project Management

## Languages

English  
URDU

## Certifications

BBC training on HD

## Publications

BSA plans to expand with new Dubai  
office  
Danger zone  
Libya Unleashed  
Radio connection  
Studio Cairo

# Muhammad Irfan Gondal

Managing Director at BS Broadcast ; CEO at Broadcast systems  
Arabia  
United Arab Emirates

## Summary

Solutions-oriented professional with 24 years of significant and progressive experience in Media and Broadcasting Industry.

Widely networked professional, with a reputable name in the broadcasting industry, among Broadcasters, Suppliers, clients, and a strong work ethic to make a significant contribution to any organization.

Specialties in Setting up Television and Radio stations right from Server based Play out Automation system, Uplinking, Post production, Production Studios, Digital Archive and all related activities.

Leader with exceptional interpersonal and collaborative skills to foster the team's performance. A team player that listens, thrives on collaborating with diversely talented team members, and integrates their divergent thoughts, opinions, and perspectives into meaningful action.

An effective communicator and negotiator with highly developed strategic, tactical, technical and people skills, and a track record in leading and managing innovative, creative and cost effective operations, establishing and maintaining long term commercial relationships and delivering solutions and major projects on time and within budget.

Specialties: IT, Broadcast, Digital TV, Cable-TV, Pay TV, Media, Radio, Games, Broadband, Interactive TV, Enhanced TV, IDVB, MHP, iTV, SMS2TV, MMS2TV, SMS Games, Portals, SMS2TV Filtration & Platform & Database, IT Consulting, Project Management, Research & Development, Vendor Partnerships/

Relations, Building and Leading Teams, Client Liaison, Technology Needs Assessment, DVB-T,DVB-S,SNG, OB, Microwave, Playout, Broadcast, Media Asset Management (MAM)

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## Experience

### BS Broadcast

Managing Director

March 2017 - Present (5 years 8 months)

United Arab Emirates

BS Broadcast are leading suppliers of used broadcasting equipment from Middle East. BS Broadcast has an extensive inventory of used and demo equipment available at a discounted price for our customers.

Our used equipment is in good working order, clean condition and is tested by our in-house engineer, prior to being sold. Used Broadcast equipment for sale comes with a 3 month warranty.

### Broadcast Systems Arabia

CEO

January 2011 - Present (11 years 10 months)

UAE

Broadcast Systems Arabia is one among the leading solution providers in this region equipped with best known expertise since 2011 in the media industry.

Our systems integration design & implementation teams work closely with third party manufacturers to devise end to end solutions for all our customers.

Extensive experience in file based workflow/ Avid news solution/ studio set ups / production control rooms / OB vans and SNG make Broadcast systems Arabia a strong competitor in the market

Superb technical quality, reliable project timing and the best price-performance are key criteria and are embedded in the solution that Broadcast Systems Arabia will deliver. Most important is the customer security at each and every stage of the project, and we do everything possible to meet and even exceed your expectations and requirements from a technology partner. Company was nominated for Systems Integrator of the Year award in 2014 alongside Tek Signals, AV solutions and Sony Professional Solutions MEA.

BSA provides consultancy, integration services, and expertise in all areas related to the broadcasting, including:

- Studios, Newsrooms, Control rooms

- Media Asset Management, Playout Systems
- SNG and OB Van
- Video Over IP solutions
- Terrestrial deployments of Analog, Digital TV and Radio

## Al Aan TV

6 years 9 months

### Manager Technical Projects

March 2011 - May 2016 (5 years 3 months)

Dubai media city

- Launched the FM services in Syria & Libya.
- Launched the EPG Service on both satellites Nile-sat & Arab sat.
- Managed the project of launching | Microsoft Mobile Tag & 2D Bar-codes Tagging On screen.
- Traveled to Libya during the Revolution and established 6 Radio Transmission points in all major metropolitan in Libya (Tripoli, Benghazi, Sabha, Masrata, Nalut, Albayda). The FM transmitters are down-linking the AlAan FM feed from satellite and relaying. Reach is 3.7 million listeners.
- Established Al-Aan TV Service's office in Islamabad Pakistan. Which includes an studio and couple of standup positions.
- Launched Satellite Radio (Al-Aan FM) on Nile-sat.
- Setup the DSNG setup for Al-Aan Services in Benghazi Libya.
- 4 channels Radio Playout Facility with One live and Production Studio in Dubai Media City.
- TV Transmitter & Installation in Libya

### Broadcast and Satellite Operations Manager

September 2009 - March 2011 (1 year 7 months)

DMC Dubai U.A.E.

Al Aan is a pan-Arab satellite broadcaster based in Dubai Media City, available free-to-air on Arabsat or Nilesat, offering original and innovative infotainment programs. The channel's aim is to educate as well as entertain while addressing the needs and aspirations of a young, dynamic and modern Arab woman, to whom the channel is a friend and a guide that broadens her horizon and helps her plan her life and her choices and get the best for her family. Now Al Aan TV provides services to viewers in France via the IPTV operators "Free" and "SFR" in the new Arab bouquet Arabia.

Responsible for managing all Broadcast projects, from conception, designs and builds, through project completion and final Launching.

My role at TMME also required the ability to liaise across a broad range of internal and external contacts (Authorities, legal, marketing, technical, operational, creative...etc.).

Successfully launched: (Avid Interplay, Viz content Pilot and ticker, EPG Service, INews to web, Twitter to broadcast )

TMME spans, but is not limited to, Transmission systems, Video Servers, IT networks, Post production facilities, encoding, PC's, servers, channel management (Automation, Asset Management..etc.), OB Vans, SNG, systems software plus other areas of system management and/or utility software.

Provided strong and visible leadership, ensuring employees are fully aware of their roles and responsibilities; they are trained, developed and motivated, to fulfill the requirements of those roles.

Upgraded Avid NCRS to interplay by arranging a exchange deal with AVID UK

Launched SGL digital archiving system integrated with Avid news room network

Build a new state of the art studio with four camera chain

Launched EPG service for the channel o both beams

Twitter to Broadcast service integrating Never.No with Vizrt

INews to Web project.

Obtained the Broadcast licensee and Launched Google Maps

## Libya Al ahrar TV

### Broadcast Consultant

January 2012 - September 2014 (2 years 9 months)

#### Libya

Libya TV (also known as Libya Al-Ahrar TV) is a Libyan TV channel broadcast by satellite from its headquarters in Doha. The channel was created in 2011 during the Libyan civil war#. Currently the most watched and popular Libyan news channel.

Responsible for building and leading the broadcast team that helped Libya Al Ahrar to grow from its initial stage to a fully fledged tapeless television network which probably is first of its kind (totally tapeless and digital) in the region.

- Designed and executed the complete Broadcast infrastructure of 3 floors building at Benghazi Libya which includes HD Studio, 7 edit suits, 2 Shoot floors, MCR, PCR, Uplink, TVRO, Digital Archive etc

- Responsible for setting up the entire infrastructure of Benghazi Technical Team which includes Production, Studios, ENG crew , Post production suites , uplink and Transmission facilities, etc.

- Designed and built the 3 camera HD production studio which is completely digital and connected to Redundant uplink facility for LIVE shows
- Designed and implemented the entire post production set up including offline and online editing
- Designed and implemented 1 sound studio setup.
- Designed and configured the layout and the technical infrastructure of Libya Al Ahrar in Benghazi & Tripoli
- Installations of 12 DSNG in Libya

## Broadcast Engineers Society of Pakistan (BESPAK)

Treasurer

August 2010 - September 2011 (1 year 2 months)

Pakistan

One of the founders member of the Organization

## OSN

1 year 8 months

HD Transmission Supervisor

July 2009 - September 2009 (3 months)

Dubai Media City, Dubai, United Arab Emirates

Showtime HD

Because of my previous working experiences, I have been working with the Management to improve workflow documents and daily reports. I have worked to improve the lines of communication with other departments such as the Programming and Presentation teams, Promotions and Quality Control teams to develop a more cohesive and seamless working relationship amongst our departments.

Played a vital role in designing, commissioning and launching of the following services on DTH

1. Show Maghreb (French Channel)
2. BBC Prime
3. The Style Network
4. MBC+ Drama
5. Discovery World
6. Sky News

Designed the signal flow diagrams for 54 channels with Director of Broadcast and Technology

worked on the launching of HD Channels project

### Transmission Supervisor

February 2008 - July 2009 (1 year 6 months)

Dubai Media City, Dubai, United Arab Emirates

Showtime Arabia is a leading pay-TV network in the Middle-East and North Africa. It provides 54 channels of mainly international content, with an especially strong offering of first run Hollywood films,

Organizing the work-flow and managing our resources Contact when dealing with clients, Cable Operators and Broadcast Engineers

Ensuring Incident logs for anything which has affected our Customers' viewing experience on-air was completed thoroughly and forwarded to our Line Managers.

First level trouble-shooting whenever problems arose transmission, EPG or archiving.

Training to Transmission staff time to time

Ingesting material for third party channels,

Organizing live feed downlinks and recordings of all Sports channels (SD and HD)

To make the arrangement and booking for the satellite feeds from Samacom or any other Uplink Service Provider

Media Management for our 22 play-out channels.

Working closely with the Media Coordinators in tracking missing media.

Checking media quality (correct ARC settings, glitches, subtitles, audio standards, pixilation or freezing frames).

Monitoring all of our network bouquet including all channels on our London MUX; and other pass through channels which we downlink by satellite, from our facility here at Dubai Media City.

Communicating with other Departments such as Programming, Scheduling and Post Production is essential in organising our workflow.

Familiar with existing and new equipment to improve our levels of competence in working

Support' for our Sports Transmission facility; handling both live and server based media. "Live" includes events such as the English Premier League, Coca-Cola Championships, Nascar, NCAA Basketball, NFL, Premiership Rugby, AFL and the European Golf Tour and so on.

Handling the Pay-Per-View events such as WWE (wrestling) and UFC (Ultimate Fighting Championships).

## ARY Digital Network

8 years

### Technical Manager

2004 - 2008 (4 years)

Dubai Media City, Dubai, United Arab Emirates

Responsible for all aspects of Channel broadcasting (Live-Feeds, PCR, TX, FTP)

Sole point of contact for the entire network regarding all technical issues

Familiar with all kinds of broadcasting equipment Encoders, Decoders, Multiplexers, Digital Audio Mixers, Play out Automation Servers.

Implementing Systems, Standards and Procedures

Management and training of Technical staff, and administration of the Channel's standards, practices and policies

Leading, Motivating & Managing a team of 24 Broadcast Engineers, Audio Engineers, Satellite Engineers and Cameramen

Responsible for the overall procurement process and monitoring in-house stock of inventory and machines

Preparing purchase requisitions for new equipment

Heading the engineering Department on all Live Broadcasts

Coordinating with the various departments to ensure a smooth flow

Live Satellite links between the UK, Pakistan and Dubai studios

I am well versed in the operation BETA SP, Digital BETA & DV cameras

### Broadcast Engineer

March 2000 - 2004 (4 years)

Dubai Media City, Dubai, United Arab Emirates

Designing and installation of Automation based ten channels network (including Master Control Room, Production Control Room, Transmission Room, Central Apparatus Room, News Room etc.);

Designing and installation of four remote bureaus (Islamabad, Lahore, Karachi)

Designing of five studios including installation of Video wall

Selection of all the equipment of TV channel including (Automation, Play out, router, MCR equipment, PCR equipment, Uplink equipment, DSNGs Transmission equipment, Studio equipment, IT equipment, Editing and Graphic equipments, Communication equipment, Technical furniture, News room system etc.);

Coordination with major global vendors of broadcast  
Coordination BT for Sky and hot bird beam  
Coordination for cricket matches with broadcast partners  
Technical support on various International Outdoor Concerts /Shows like  
'Bollywood Music Awards' , 'Temptations'2004 & 'Zee Cine Awards'

### 7STAR Event Management®

Technical Manager

March 1999 - March 2000 (1 year 1 month)

United Arab Emirates

In-charge of the 'OB Unit' and technical equipment

Production for various Live & Recorded shows, TVC,

Online editing

Camera work

Client Servicing

Providing technical support to clients like Dubai TV, Abu Dhabi TV, Ajman TV,  
Pakistan & Indian film Industry

### Naeem Movies & Production

Studio Engineer/ Cameraman

1994 - 1999 (5 years)

Lahore, Pakistan

Knowledge of all major Broadcast equipments including all types of cameras,  
major Linear and Non linear Editing equipment, Operate camera and assisted  
on various television plays and on different television commercials.

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## Education

### Profashional Trainings

BBC UK, Avid Interplay · (2008 - 2008)

Govt higher secondary school Kamonki Gujranwala Pakistan

Punjab Board of Technical Education Lahore, Broadcast · (1992 - 1994)