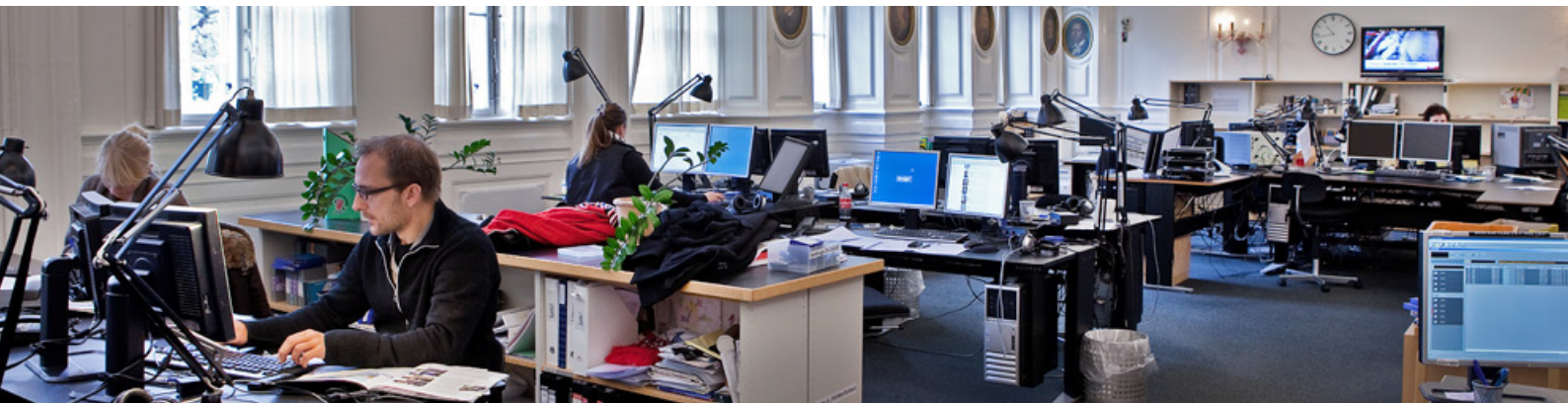


Sonaps at TV2 /Lorry



Danish regional Broadcaster TV2 /Lorry covers a population of 1.9 million in and around Copenhagen. One of the first broadcasters to adopt Sonaps, it wanted to update its original installation to the latest version. Its intention is to reap the benefits of extra functionality, meet the increased workload requirements of a new 24-hour channel and adopt metadata best practice in enhancing and expanding the archive. Most significantly, TV2 /Lorry wanted to secure their long term business vision and invest in a solution that would have a well-defined development and support strategy in the years ahead.

Company background

TV2 /Lorry is one of eight regional stations that broadcast via TV2, Denmark's license-fee funded public broadcaster. According to Peter Tonnisen, technical director for TV2 /Lorry since 1992, "Sonaps makes 24-hour news production, and excerpting for the national station, easy. We first installed Sonaps in 2003, and we're very happy about it, not least because it is very well integrated with the ENPS newsroom system."

The current system includes a state-of-the-art file-based workflow and the use of Sony XDCAM as the acquisition format. To complement the locally captured content, there is also a fully networked file exchange workflow for content exchange with other locations and an integrated file-based archive.

A complex set of requirements

Adding a new 24-hour news schedule

to an existing daily operation is a challenge in itself, but inserting packages with ad breaks into TV2's national coverage added to the complexity of what was required. Another significant requirement was to seamlessly integrate the new system into the existing ENPS newsroom environment to enable improvements in the current end-to-end production process for the station's journalists and producers and build more creativity into the existing collaborative workflows. In addition, the system had to be used to plan and create many new items, and also access the existing digital archive. Finally, there was the need to create a digital archiving workflow, for the large tape-based archive at the station. Many hours of nationally important content on a variety of media would need to be digitised and logged, but most importantly, once digitised, it had to be searched, browsed, re-purposed and distributed as an integrated workflow from the whole Sonaps system. All this had to be done whilst maintaining the existing system on air and planning a safe and secure transition to the new system.

Why Sony was selected

Based on the previous experience with Sonaps, and coupled with the

"Thanks to this new method of financing Sonaps, we now know our costs over the next decade – something that is very important for a publicly-funded broadcaster. We chose Sonaps in 2003 because it was very, very quick in operation – and we're choosing it again for the same reason, along with nearly a decade's worth of experience with Sonaps and Sony"

Peter Tonnisen, Technical Director at TV2 /Lorry

unique and innovative business-focused offering presented by Sony, TV2 /Lorry were able to see clear and cost-effective advantages over the competitive solutions available in the market.

In today's economic climate, business agility and financial stability are two key factors in selecting any supplier where a long-term business engagement is required. Sony is uniquely placed to deliver now and support for the long-term.

Clearly defined costs and a system that can be easily expanded, upgraded, and has a long-term committed support and development roadmap gives a high degree of security, removes many risks and enables a focus on the core business activities of being a broadcaster.

An innovative solution

Working closely with TV2 /Lorry, it was clear that the evolving needs of their business required a solution that would meet the increased demands of today, but would also be able to easily adapt to the future. From both an operational and technical view, upgrading the existing Sonaps to its latest version fitted the requirements very well, however, Sony was able to offer a unique solution to TV2 /Lorry and allow them to once again lead the way in creative network production. One of the key drivers for change was the need to secure a long term business vision and to this end, the Sony offer was not for outright purchase, but for a rented service over a 10-year period. This innovative business approach has many advantages. First, it creates a fixed annual cost for TV2 /Lorry, allowing financial stability

with known costs, planned for the long-term. It removes the need for a large capital expenditure and the subsequent devaluation of assets. It provides a guaranteed operational platform for TV2 /Lorry to concentrate on their core business of producing programmes whilst allowing upgrade, expansion and support, to be implemented in line with their business strategy and evolving broadcast requirements.

Sonaps - the right choice

Harnessing the benefits of open standards and off-the-shelf IT components, Sonaps is flexible, cost-effective and able to deliver high-performance, sustained operation in the most demanding of broadcast environments. With its leading-edge metadata handling capability, fast and creative content handling tools and open interface Sonaps provides the best production environment available today.

At TV2 /Lorry the system design is based around a high-performance NAS (Network Attached Storage) architecture running over a standard Gigabit Ethernet network. Running in a Windows™ environment, using Windows7 for the client applications and Windows Server 2008 for the backroom engine the system fitted perfectly into the existing operation. The IT platform was built using HP servers and workstations with an Oracle 11g clustered database.

TV2 /Lorry's new Sonaps system integrates with the existing ENPS newsroom system bringing a creative flow to the convergence of assignment planning, content linking and running order management for both production and editorial staff alike

With multiple ingest workstations capable of selecting and controlling the ingest of simultaneous sources connected to the router system and a file-based content from XDCAM optical media and media cards the workflow allows journalists immediate access to content as it arrives. A file-based gateway is also included to automatically receive content and metadata from news agencies and to send and receive content and metadata to and from other companies both inside and outside the TV2 family.

The system has three levels of editing, from simple cut trimming, to fully featured HD-capable craft editing using the highly respected XpriNS editing application. Browsing and trimming, proxy editing and full craft editing all seamlessly integrate with ENPS, even to the point of keeping the users up-to-date with last minute changes in the editorial script. Five craft editors, forty proxy editors and a floating licence policy enable a collaborative working environment where all users have access and control according to their user rights and permissions.

On air playout is fully integrated into the Sonaps application and has MOS connection to ENPS. Based on an Omneon MediaDeck server on-air output can use up to 4 simultaneous SDI channels connected into the existing TV2 /Lorry infrastructure. The playout subsystem also has a dedicated Sonaps playout terminal that provides control of the playout. Playlists can be built manually or uploaded from ENPS through the MOS connection.

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