


Sonaps at TV2 /East Jutland



"We have high expectations for the upgrade - the system is intuitive and easy to use - so we hope it will be a tool for every journalist and editor that becomes a natural part of their day to day work."

Sony Representative

As part of a national broadcasting organisation, TV2 /East Jutland aims to produce the highest quality, most timely content for its viewers. With the launch of a new 24-hour channel, the broadcaster decided to upgrade its news production system to ensure the very latest technological newsgathering features were available for its editorial teams.

Company background

Denmark has a network of license-fee funded TV stations known as TV2. This comprises one national station, TV2 Denmark, and eight regions. The regional stations are independent – both to the national station and to each other. Each of them has its own board of directors and management. TV2 /East Jutland started broadcasting on the 1st April 1990 and now transmits regional news-bulletins five times a day to around 600,000 viewers. The station also produces daily magazine-programmes and the documentary group at the station produce programmes for use both locally and nationally.

A complex set of requirements

The constant pressure to drive down costs, increase efficiency and improve output is one with which every broadcaster today is familiar. Now, more than ever before, the industry is becoming business focused, market driven and is facing increasing competition for its viewers.

With the launch of a new 24-hour channel, TV2 /East Jutland decided to upgrade its news production

system to obtain the very latest technological newsgathering features and production capabilities. In addition, it wanted to streamline the content workflow, move to a file-based operation and improve the speed of content delivery to its viewers through multiple delivery paths, not just the traditional TV news bulletins. All of this had to be implemented within existing budgets and without increasing costs. TV2 /East Jutland also decided to change their News Room Computer system at the same time. Finally the system had to be installed just as the station was planning its infrastructure change from Windows XP to Windows 7.

Why Sony was selected

The ten-year working relationship between TV2 /East Jutland and Sony, created while supporting the broadcasters' NewsBase installation, was a key factor for them choosing Sony to deploy a major upgrade to its systems. Coupled with a cost-effective and technologically sound proposal, a streamlined workflow for the entire acquisition and production process, TV2 /East Jutland took the decision

to implement Sonaps with ENPS. 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 in the long-term.

The Sony solution

In developing a strategy to face these challenges and provide a solution that would meet the current and future needs of TV2 /East Jutland, Sony took an innovative approach with the Sonaps networked production system. The streamlined file-based workflow and deep integration with ENPS was key in enabling a collaborative, creative and efficient production environment for the whole station. The ability to create, utilise and enhance metadata throughout the life of content has transformed the ability for multiplatform content delivery.

Sonaps - the right choice

Harnessing the benefits of open standards and off-the-shelf IT components, Sonaps is flexible, cost-effective and delivers 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 /East Jutland, the system is based around a high-performance SAN (Storage Area Network) architecture running over both fibre and standard Gigabit Ethernet networks. Running in a Windows™ environment, using Windows XP for

the client applications and Windows Server 2003 for the backroom engine, the system fitted perfectly into the existing operation. However, the future upgrade to Windows 7 was planned at the beginning of the project. The IT platform was built using HP servers and workstations and with an Oracle clustered database.

The solution seamlessly integrated with the new 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 from the router system and the import of file-based content from XDCAM optical media the workflow allows journalists immediate access to all material as it arrives. A file-based gateway is also included to automatically receive content and metadata from news agencies and to send and receive AV files 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. Six craft editors, fifty 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.

"We are confident that this major project working so closely with Sony, and using Sonaps, has meant we are working more collaboratively - not only between our newsroom and our edit suites, but also with Sony in terms of knowledge sharing"

Jesper Brandenburg, CFO
at TV2 /East Jutland

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

The next steps

TV2 /East Jutland planned at an early stage to migrate to Windows 7. But the replacement of the NewsBase system with Sonaps was done under the existing Windows XP infrastructure. The upgrade and migration of all systems to Windows 7 is underway and will be completed in 2012, not only within the office environment, but also for Sonaps and other related systems. This creates an opportunity to add valuable new functionality, leading-edge features and even more creative workflow opportunities for users of the system.

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