

DALET NEWSPRO AND RHOZET CARBON CODER AT THE PRESS ASSOCIATION

PRESS ASSOCIATION

Challenges

- Create efficient video production chain for video played across multiple platforms

Solution

- Dalet NewsPro platform with integrated Rhozet Carbon Coder video transcoding technology streamlines workflow and provides user-friendly editing options

Benefits

- Unified platform to produce, organize and distribute digital video content

OVERVIEW

Since its founding in 1868, The Press Association (PA) has earned a sterling reputation for providing fast, fair and accurate news information.

Headquartered in London, the privately owned PA focuses heavily on stories impacting the UK, from politics and economics to the royal family and enter-tainment news. Every national regional daily newspaper, and many broadcasters, online publishers and commercial organizations subscribe to PA services. Over the years, the agency's 24/7 services have evolved to meet the changing needs of its customers by providing wire services, text, photos and video. Materials are delivered to traditional media operations as well as newer digital content providers.

THE CHALLENGE: STREAMLINE VIDEO PRODUCTION FROM FIELD NEWS GATHERING TO ONLINE DISTRIBUTION

The Press Association wanted to create efficiencies, particularly in the video production chain. They were experiencing a growing demand for video materials that would be used on many different platforms and in different formats, including broadcast, the web and mobile devices. The challenge was to introduce new tools that would improve digital production but also "play well" with other parts of the infrastructure.

"We wanted a video newsroom solution which would streamline our editorial and production processes and which we could integrate with our other systems and services," explains Mr. Paul Berman, IT Development Director at The Press Association.

THE SOLUTION: ASSET MANAGEMENT COMBINED WITH MULTI-FORMAT PRODUCTION AND DELIVERY

The Press Association selected the Dalet NewsPro platform with integrated Rhozet Carbon Coder video transcoding technology to produce and manage video packages which are distributed to affiliates via the PA Mediapoint web portal.

Dalet NewsPro is a turnkey production platform for MOS compliant newsrooms. It covers the whole ingest and production workflow: from tape and feed ingest, to shot selections and desktop editing. Because Dalet NewsPro is based on core Dalet media asset management technology, metadata is consistently tracked at all steps of the workflow. Staff can review material using Dalet MediaLogger on their desktops, and edit any file with the Dalet Media Cutter desktop editor. Customizable status management



facilitates the implementation of a consistent review cycle, guaranteeing that only approved material is delivered to customers. Because Dalet NewsPro was specifically designed for journalists and linear editors, it's easy to learn and simple to master. The sophisticated architecture of Dalet NewsPro allows many technical functions to be executed in the background, allowing journalists to concentrate on content without slowing down or interrupting the workflow.

From the field, video journalists upload compressed video files to head-quarters using the PA Video Hub, a customized store-and-forward application developed using Rhozet Carbon Coder Transcoding technology. The video packages and associated metadata are automatically imported into the Dalet Content Catalogue through a Dalet Media Gateway. Media can be annotated with additional information using Dalet MediaLogger. All media are stored in NetApp centralized production storage where they are immediately accessible at Dalet workstations for searching, browsing, logging and editing. Some stories are edited using Dalet Media Cutter. Packages requiring craft editing are exported via Marquis Medway to an Avid workgroup which shares video files via EditShare storage.

When editing is completed, final packages are moved back to the main NetApp production storage, referenced by Dalet NewsPro and submitted for review. Finished items are rendered off-line by back-office Dalet Render servers; Dalet Conversion servers generate proxy versions for browsing by remote users. Once approved for distribution, video packages and associated audio bytes are automatically transferred by a Dalet Media Gateway to the PA Mediapoint website where affiliates can access and download materials for inclusion in their own websites and channels. Dalet NewsPro also sends finalized stories with key frame references to a near-line archive. Replication to a remote system is automated to ensure recovery in a disaster scenario.

RESULTS

The Dalet NewsPro platform and integration with Rhozet Carbon Coder provides The Press Association with a unified platform to produce, organize and distribute its digital video content to meet the diverse needs of its multi-platform affiliates. The open architecture and flexibility of Dalet NewsPro with Rhozet Carbon Coder's comprehensive transcoding support offers PA the content management and production tools to streamline the video production workflow in a manner that best suited the Press Association's environment.

“ We're impressed with the Rhozet transcoding capabilities and the ease with which we have been able to integrate these capabilities with the Dalet core engine to meet the requirements of our customers, such as The Press Association.”

—Kevin Savina
Director of Product Management
Dalet Digital Media Systems

ABOUT HARMONIC

Harmonic Inc. is redefining video delivery with the industry's most powerful solutions for delivering live and on-demand video to TVs, PCs and mobile devices. Harmonic's technical innovation and market leadership enable the company to offer a unique and comprehensive solution portfolio—including encoding, transcoding, content preparation, stream processing, asset management, edge processing, and delivery. Broadcast, cable, Internet, mobile, satellite and telecom service providers around the world choose Harmonic's IP-based digital video, software, and broadband edge and access solutions. Using these award-winning and industry-leading solutions, operators can reduce costs and differentiate their services by offering consumers a higher quality, personalized multi-screen experience.

Harmonic (NASDAQ: HLIT) is headquartered in San Jose, California with R&D, sales and system integration centers worldwide. The company's customers, including many of the world's largest communications providers, deliver services in virtually every country. Visit www.harmonicinc.com for more information.