

BELGIAN BROADCASTER RTBF MODERNIZES ITS WORKFLOW WITH RHOZET™ CARBON CODER™ TRANSCODING TECHNOLOGY



Challenges

- Transition from tape-based production to automated digital environment, eliminating time-consuming workflow tasks

Solution

- Carbon Coder provides efficient, multi-format transcoding for an end-to-end digital workflow

Benefits

- Extensive format support, with continuous updates for new formats
- High image quality with streamlined workflow

OVERVIEW

RTBF (Radio Télévision belge de la Communauté française) is the national broadcasting organization of French-speaking southern Belgium. Reaching four million French-speaking households, RTBF operates four television channels: La Une, La Deux, La Trois and RTBF Sat (Satellite TV); a number of radio channels: La Première, RTBF International, VivaCité, Musiq3, Classic 21 and PureFM; and has a growing Internet presence at RTBF.be. To produce the amount of news and entertainment programming required for these broadcast, radio and Internet channels, RTBF found that a file-based digital workflow is critical.

THE CHALLENGE: TRANSITION A TRADITIONAL TAPE-BASED PRODUCTION ENVIRONMENT TO A STREAMLINED, AUTOMATED DIGITAL MEDIA WORKFLOW

As demand for news and entertainment programming escalated, the time required to produce media content in RTBF's traditional tape-based video production environment became excessive. An overhaul was clearly needed to keep pace with the digital age. RTBF's migration to a digital workflow posed many challenges: how to get digital content from a variety of sources in a myriad of formats into the workflow; how to get disparate production and broadcast equipment adhering to differing formats to interoperate.

"Our goal was to develop a solution that would liberate our editors, journalists and producers from time-consuming workflow tasks, so that they could concentrate on providing the best programming rather than being burdened with the production process," said Didier Vanzeune, head of the project at RTBF.

THE SOLUTION: A HIGHLY EFFICIENT TRANSCODING SOLUTION THAT HANDLES A MULTIPLICITY OF FORMATS

RTBF selected Rhozet™ Carbon Coder™, Harmonic's universal media transcoding solution, to tapelessly move media content from ingest to editing, approval, delivery, archive and re-use. For RTBF's news division, video content arrives in various formats from a host of sources including the European Broadcasting Union, CNN, Reuters and AP Television News. Currently supporting more than 140 media formats, a multi-node Carbon Coder transcoding farm automatically transcodes the incoming feeds into the MXF D10 master format.



Once incoming feeds are transcoded, they are centrally stored on a high-resolution EVS SAN system and made available to a Dalet asset management solution for low-bitrate proxy editing. Once edited, these proxies are then replaced with the corresponding high-resolution content by means of an AVID Unity ISIS system. When the segment or program is completed, it is archived on a Front Porch/StorageTek system.

RESULTS

The Rhozet Carbon Coder farm provides RTBF with the core transcoding technology needed to make its end-to-end digital workflow possible. By keeping the content in one format from ingest to archive, the new digital media workflow at RTBF maintains the highest possible image quality while significantly increasing workflow efficiencies.

With Rhozet technology integrated into its workflow, RTBF is assured of "from any to every" capability. Supporting virtually any input and every output format currently in use, Rhozet continually provides updates to accommodate emerging formats. This extensive format support combined with high-quality output, fast transcoding speed and enterprise-class scalability makes Carbon Coder an extremely effective asset in RTBF's multi-platform, multi-format environment.

“*Transcoding is at the heart of our workflow. In essence, Rhozet Carbon Coder is the glue that joins together an array of video processing, production, storage and archive systems with a variety of input media to create a highly efficient, end-to-end digital workflow.*”

—**Didier Vanzeune**
Head of "Numprod" Project RTBF

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.

