



An efficient workflow is key to the successful production of RTBF's daily news and entertainment programs. Content arrives in a wide range of formats from a variety of sources such as the European Broadcasting Union, CNN, Reuters and AP Television News. Once edited, it must be output for broadcast, web and mobile delivery. RTBF's new tapeless workflow brings together the latest technology from AVID, Dalet, EVS and Harmonic. Providing unsurpassed transcoding capabilities, Rhozet Carbon Coder from Harmonic is an essential component, facilitating tapeless video transmission throughout the process of ingest, editing, approval, delivery, archive and re-use.

"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

Belgian national broadcasting organization Radio Télévision belge de la Communauté française (RTBF) has overhauled its multi-platform video production workflow to manage a wide variety of input media in a timely and cost-effective manner...

Belgian Broadcaster RTBF Modernizes its Workflow with Rhozet Carbon Coder Transcoding Technology

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.

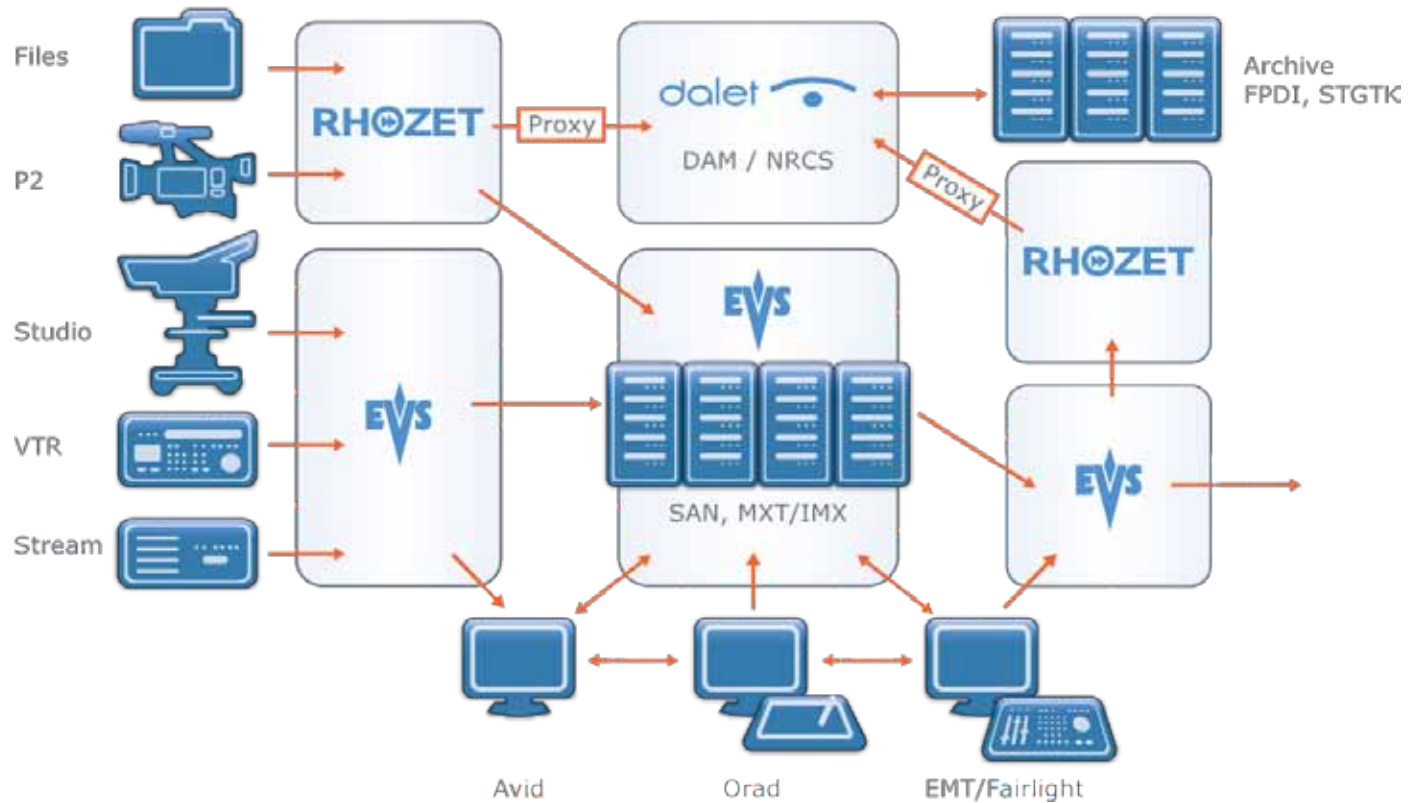
"Our goal was to develop a solution that would liberate our editors, journalists and producers from time-consuming workflow tasks, so that they could concentrate on providing the best programming rather than being burdened with the production process," said Didier Vanzeune, head of the project at RTBF.

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.

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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.



All content is readily available, with Rhozet Carbon Coder providing automated, on-the-fly transcoding to whatever format is required for broadcast, web and mobile transmission.

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.

For more information contact Rhozet at info@rhozet.com or visit the Rhozet web site at www.rhozet.com.