

FILE-BASED NEWS

With its seven TV channels and six radio stations spread across Spain, news represents one of Radio Television Espana's main pillars. The company's *Canal 24 Horas* (24/7 news channel), *Teledaporte* (sports channel) and *telediarios* (daily news bulletins) have generated leading audience market shares over the last few years.

Because of this growing consumer thirst for quality programming, RTVE has seen substantial increases in the volume of content created by its channels. And this was the catalyst to exploratory investigations to invest in an enterprise-wide media asset management system. No mean feat, as it had to meet RTVE's stringent requirements of storing hundreds of thousands of hours of footage but also be sufficiently flexible and reliable to provide media access from multiple locations.

THE BRIEF

RTVE's overall objective was clear: to implement a file-based workflow capable of increasing the flexibility, speed, productivity and quality of their entire news production system. After evaluating a wide range of offerings on the market, RTVE decided the answer to their challenging brief was an end-to-end Avid workflow. Not only did it meet all their requirements from a technology point of view but they also had the peace of mind of knowing that they would be fully supported before, during and after the installation with onsite training from Avid Professional Services.

With the concepts and designs for the digital workflow in place, work began. The plan: to eliminate the daily use of video tape, bring the group fully into the world of file-based workflow, speed up and improve the quality of production, and generally make it a slicker, more professional operation.

To meet the tough challenge of implementing a MAM solution

Simon Hayward,
Regional Sales
Director Northern &
Southern Europe,
explains how Avid
solutions
revolutionised news
production in Spain's
largest and most
influential multimedia
group RTVE

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across diverse environments and locations, while at the same time incorporating remote access, media sharing and transfer facilities, a close working partnership was essential. We recommended Avid's asset management solution, Interplay, sit at the heart of the integrated news workflow. The other key components making up the end-to-end news solution were Avid ISIS 7000 shared storage, AirSpeed Multi Stream servers, Interplay Assist, NewsCutter, iNEWS Instinct and iNEWS Command.

THE ROLLOUT

As with any large-scale project, we approached the project one step at a time. The master control centre at Torrespaña was the first site to go entirely file-based, and after that success, RTVE asked us to follow up with similar projects in its Mérida, Las Palmas and Sant Cugat Del Vallés (Barcelona) facilities. Each of these sites included an Avid ISIS 7000 shared storage system and Avid Interplay production asset management system for ingest, archiving, coding, transcoding and transfer.

The creation of news bulletins is a fundamental function in RTVE, and we helped to advise them on the best tools to get their bulletins to air quickly and efficiently. Avid iNEWS Instinct was picked as the journalist's tool primarily because it allows them to work with text, video and audio in one application. And to help all contributors find the right clips and accelerate the editorial process, Avid Interplay Assist was chosen as it allows them to add locators, comments, annotations and personalised notes. To support the key journalist iNEWS Instinct editing stations, Avid NewsCutter craft-editing systems were installed to ensure

the visual quality of stories before payout.

For master ingest and payout, RTVE contributors put in Avid AirSpeed MultiStream servers. And for regional centres, payout of daily news programmes is handled by Avid iNEWS Command with its dynamic playlist management.

THE RESULTS

With the end-to-end Avid workflow in place, RTVE can now connect its seven regional production centres.

The new production infrastructure has enabled staff across all areas of the news production chain to access content. This brings many benefits. It enables contributors to edit the most recently acquired video at their own workstations while the same material is made available across the rest of the organisation. It allows locally stored content to be accessed from any production centre. It makes online media at Torrespaña, the heart of the RTVE network in Madrid, available to regional centres. And it establishes a protocol to access legacy content (deep historical archive), which currently stands at about 250,000 hours.

Currently, the number of workstations with simultaneous access to online material at the Torrespaña centre exceeds 300 licences. The spectrum of Avid solutions installed as part of the digitisation project now allows any professional to access a wealth of media from a single workstation - using advanced browsing and editing tools in a shared environment. This has truly revolutionised the way RTVE employees access, manage and share their content, and the company is now beginning to reap the rewards of a full-scale file-based news operation. ■

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