

SWISS HAT-TRICK



Headquartered in Munich, Germany, NorCom AG managed a hat-trick in 2010: the company implemented its 'NCPower' editorial and production system as the central newsroom system at three Swiss TV stations – TeleBiel, TeleZüri and TeleBärn. TV might reach masses but for technology providers like NorCom it is not exactly a mass market. Three full featured stations in a small country like Switzerland in one year is a benchmark, says **Robin Ribback**, Head of Product Development at **NorCom IT AG**

The question that might arise – be it from competitors or potential users: Why did three stations renew their newsroom system – and more importantly, why did they choose NorCom's NCPower?

Our answer to this question is: simplification! Every journalist is happy when their work gets easier, regardless of whether he/she works in a large or small TV station. We can make this wish come true – simply by integration. This means that our product NCPower represents all steps along the workflow in only one system.

I have to say: our software is not a magic box that can do everything. But we have integrated numerous third party products for ingesting, graphics, cutting, playout etc. The journalist who works with our system can use all the features provided by the other specialized software products – and will only see the graphical user interface of NCPower. He does not have to leave the system and therefore has no need to transfer files; there are no interfaces for the end user. That's why journalists like NCPower.

These days it is not necessarily the aim of a TV station's management to make life easier for their employees.

What they like about the NorCom system is that it allows journalists and editors to produce faster, better and to be more flexible. Plus: NCPower uses actual standards and cuts costs in the system administration department. This is true for the initial investment as well as for the operation of the system.

But I do not only want to look back. We are open-minded and look at other potential solutions that fit the need of our customers. In the end the key question remains the same: How do I sell my content? In my opinion the future of TV lies somewhere between YouTube and moderated internet live TV. On the one hand there is a media library that contains thematically-organised videos. On the other hand there are live elements that are broadcast without delay directly into certain channels. Both components can be individually composed by the users or the system fitting their interests. Besides their traditional role as programme makers TV stations have to organise their content in a way that the user can ask for specific content.

Another issue that is becoming more and more important is due to the fact that as making TV is getting easier, people are able to produce more in less time. But the enormous amount of content that is

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produced can be confusing. The question is how to retrieve it. Or more precisely: How can I retrieve the right content at the right time? This is where our new product NCSpace comes into play.

NCSpace is a cross-industry solution and can be useful for all marketing or brand driven companies – because they all work with video. NCSpace is an intelligent media asset management system that supports storing, searching, retrieving, editing and distributing. There are thousands of possibilities for entering markets – from E-Learning to product presentations to PoS TV to customer service videos. We started in the field of Digital Signage since we see a great potential there. At the moment we are looking for partners in this field and have already established cooperation with three major players. One of them is friendlyway. Our goal is to create common, standardized end to end solutions. We are the backend, friendlyway is the frontend and makes NCSpace come alive.

With NCSpace we want to contribute our broadcast experience to other industries. And we hope that this will also work the other way: our knowledge gained in other industries will help us widen our horizon regarding broadcast. ■

