

CASE STUDY

About SSN TV

SSN TV, based at the MMC Studios in Cologne Ossendorf, reports around the clock on a wide variety of sports and events. In addition to covering current sports results and news, SSN TV also features topics such as popular trade shows, sports personalities and athletes, and the latest trends, travel, health, fitness, and weather related to sports. SSN TV broadcasts 24 hours daily over satellite and IP-TV.

SSN TV Provides Comprehensive Sports Coverage with ProxSys

Challenge

SSN TV, a TV channel of Super Sport Network AG based at the MMC Studios in Cologne Ossendorf, reports around the clock on a wide variety of sports and events. In addition to current sports results and news, SSN TV coverage also includes topics varying from popular trade shows, sports personalities, and athletes to the latest trends, travel, diet, wellness, and weather related to sports. SSN TV broadcasts 24 hours daily over satellite and IP-TV. The channel caters to viewers interested in mass, handicapped, and club sports, as well as a variety of niche sports. Viewers choose SSN TV for their 24-hour broadcast, allowing them to tune in at any hour of the day. In order to ensure seamless around the clock broadcasting of their many programs, SSN TV needed a system that would offer both editors and producers a one-stop solution for their capture, edit, archive, and broadcast workflows. Additionally, members of the program and broadcast scheduling staff had to have the capability to access the system from any location, at the same time, and via the internet.

Solution

SSN TV chose the ProxSys Media Asset Management system by Focus Enhancements in order to ease and optimize the everyday workflow of the editorial and production teams. ProxSys gives station staff the option to transfer sports, news, and events coverage directly and digitally into the system as the videos are recorded. The SSN TV staff has immediate access to videos through ProxSys, allowing them to further process the videos digitally. During this process, the material is enhanced with timecode-based keywords which allow for easy search and retrieval of specific key frames and help with multi-clip editing. ProxSys' superb editing capabilities enable users to set free-definable in and out points without losing the original video material. These videos can be broadcasted and made available on the internet or digitally archived for simple retrieval via keyword assignments. Further, analog broadcast tapes can be transferred digitally into the Media Asset Management system by Focus Enhancements, eliminating the time-consuming and costly process of copying and digitizing clips.

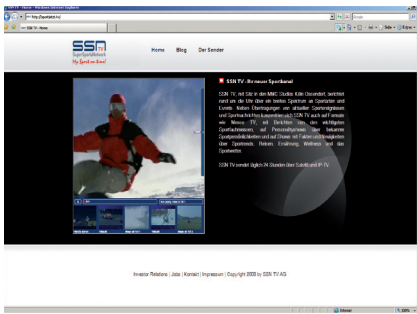


ProxSys Media Asset Management

ProxSys is a powerful system for the administration and distribution of multimedia data. With ProxSys Media Asset Management solutions, large quantities of digitalized media content can be controlled. High-resolution video material, presentations, video and audio are stored in one place and can be retrieved from anywhere. The modular system permits streaming, broadcasting, and playout, as well as automated archiving on DVD or CD.

Using the ProxSys solution, multiple members of the editorial and scheduling teams can simultaneously review videos – enabling easy collaboration and exchange of ideas. Data access is available at any time from any location via the internet. ProxSys uses a web-based interface and generates low resolution clips from the original standard and high definition videos to make online viewing much faster. This means that SSN staff can access data from anywhere in the world. ProxSys allows them to control the broadcast server and even make necessary changes to ongoing programs. Single frames that need to be extracted for individual review can be copied directly from the video using the ProxSys and stored separately. The HSM (Hierarchical Storage Management), an integrated, hierarchical dual data management system consisting of hard drive and digital data tape, offers the staff optimal data security and almost unlimited storage capacity. The HSM function allows for low storage requirements on the primary hard drive as less frequently used or very large data files are outsourced onto digital data tapes that are still managed by ProxSys.





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About Focus Enhancements, Inc. Innovation, efficiency, and superior quality are the foundation on which Focus Enhancements builds its products. A world leader in advanced video production, media asset management, and digital signage solutions, Focus delivers products that perform superbly day in and day out and backs them with unparalleled service and support.

Result

With the Focus Enhancements ProxSys Media Asset Management system, SSN TV has an all-inclusive solution for the entire workflow of its station. The system reduces the time and cost, as well as manpower necessary, in every step of the workflow – from recording and editing to broadcasting and archiving. Thomas Kalkhof, Director of Broadcast, Program and Schedule Planning at SSN TV, explained, “We have been using the Media Asset Management solution by Focus Enhancements since our initial broadcast in June 2007 and are completely satisfied. It optimizes not only our program scheduling, but is also all-around very scalable, extensible, and can be further used for new program divisions. We, as well as our parent company, Best, plan on using the system for additional channels as well as offer and recommend it to new TV stations.” Best is a German incorporated company that also holds stakes in Star TV, Bono TV and Rose Production.

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