



CHANNEL NETWORK ENVIRONMENT

Ingest from different sources directly into an AVID ISIS Interplay System

Customer Profile

Telecinco is the commercial television channel leader in Spain.

Over the last few years, Telecinco has become Spain's point of reference in audiovisual entertainment thanks to the strength of its programming offering, based on a careful selection of local and foreign fiction series and a wide range of proprietary live production slots, the high advertising appeal of its audience and its well-known management model, which have helped Telecinco to become one of the most profitable players in Europe and the leader of private television in its home country.

Now, with 6 channels on air (Telecinco, LaSiete, Factoría de Ficción, Boing, Cuatro and GH 24h), Telecinco is a channel for all audiences that produces and broadcast news, sports events, among other programs like reality shows ("Big Brother", "Survivor", "Operación Triunfo"), that feed many of the channel's other programs. All these programs experienced a substantial rating boost thanks to the Reality Effect.

Challenge

In order to produce all of the variable amount of content for the channel's daily magazines and live-shows with the required efficiency and readiness, the channel needed to integrate a system that could simplify the media ingest process.

Previously, Telecinco was using an Avid Transfer Manager and the different DHMS became non-compatible in the same system.

Production workflow became unmanageable and it was necessary to find a system that was able to ingest the media from different sources with encapsulated MXF (OP1a) and IMX 30 in an Avid ISIS - Interplay System, with the required performance.

The Solution

Finding a solution presented itself easy for Promovisa S.A, the systems integrator responsible for this project. mxfsPEEDRAIL F1000 system was able to simplify the ingest process and catalog the metadata, allowing an easy integration with the Avid system.



Web Services based technology was used to interface mxfsPEEDRAIL F1000 to the AVID Interplay asset management system. This enabled Metadata to be carried through with complete automation of all the steps of the ingest process, resulting in a system that is less prone to human error, easier to maintain, and with faster delivery of the content to the production team.

mxfsPEEDRAIL F1000 turnkey systems enable reporters to select file based XDCAM material and ingest it faster than real-time into the AVID ISIS system and to have the contents immediately available for editing.

Metadata is also carried throughout, while a low resolution version (AVID native proxy) of the XDCAM files is generated and checked into AVID Interplay.

The system integration was made thru file transfers to different hot-folders inside the mxfsPEEDRAIL F1000 Server, where rules are applied to each folder in order to launch the transfer to ISIS and cataloging in Interplay.

This way, mxfsPEEDRAIL F1000 allows MXF OP-1A format files be ingested with IMX30 format, from different locations with high efficiency.

"Telecinco's main goal was to simplify the workflow process. With mxfsPEEDRAIL F1000 we had smooth files ingested from post-production stations, studios (EVS), digital archive and agencies, while cataloging the material at the same into Avid Interplay System."

"This was a further step to work with different workspaces and reduce the big amount of Avid Transfer Managers."

José Antonio Jiménez, Engineering Department Manager, Telecinco



Benefits

mxfsPEEDRAIL F1000 generates MXF media files that are written directly to AVID, but it goes one step further than just file based interfacing. It uses Web-Services based technology, ensuring metadata is carried through from the input feeds into the Interplay managed file-based workflow.

For Telecinco specific use case, mxfsPEEDRAIL F1000 allowed to process a big amount of contents and tasks simultaneously without any instability or incompatibility problem.

mxfsPEEDRAIL F1000 is a quick and simple way to move media between servers and editors, with faster than real time speeds and multiple simultaneous transfers. The F1000 has also trim and merge features, giving finer control to whatever is sent to the post-production area.

Using this system, Telecinco found a solid performance solution, without dropped frames or re-encoding, saving time and keeping the best possible video quality.