

## Case Study: **BROADCAST NEWS**

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- **Increase network efficiency by streamlining aggregation, scheduling, delivery and archiving of media assets**
- **Profile end-users to tailor distribution**
- **Integrate video and data file delivery**
- **Control updates and deletions of erroneous content**
- **Satellite and WAN network control**
- **Maintain live system for late breaking news**

WEGENER's broadcast news solution was selected by a major TV Broadcast network to end its complete dependency on linear satellite broadcasts, manual tape deck records and separate distribution of scripts and graphics via the web. WEGENER's end-to-end solution combines its innovative iPump® Media Server, MediaPlan® Ingest Station, MediaPlan Content Management system and COMPEL® Network Control.

The primary features of the WEGENER content management system are:

- Encode the video into a file (with or without associated audio) at the earliest possible moment in the chain
- Couple the information relating to the video clip (script, still image, graphics info, etc.)
- Automate the distribution of the asset in a manner that requires no interaction by the affiliates

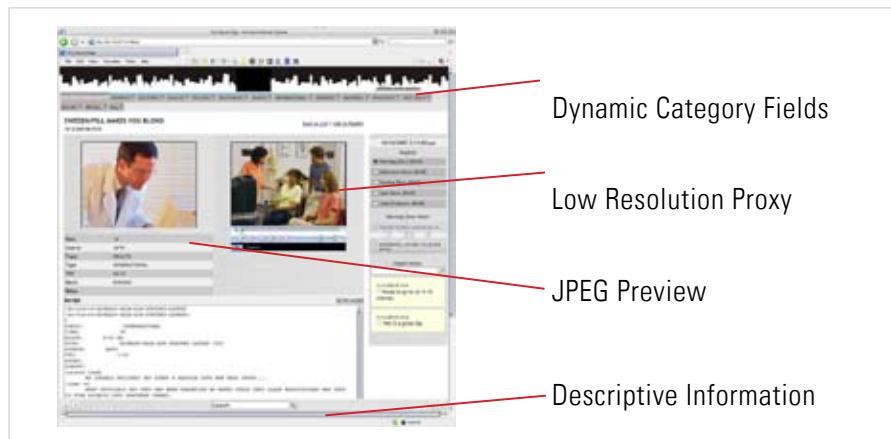
WEGENER's Ingest Station generates a digital video file to form the basis of an all digital newsroom workflow. Customized templates standardize video encoding parameters and metadata authoring support robust media archiving and keyword searches.

The Content Management system and COMPEL Network Control support timely distribution of news to the 'edge' and enable the delivery of more regional and 'special request' content. The video file is coupled with a low resolution proxy, additional metadata, and scripts to form a digital asset. The asset is automatically scheduled for deliver to targeted affiliates and can be sent in greater-than-realtime to the affiliate's iPump Media Server for storage and immediate access. Robust content management tools provide the network operator the ability to minimize the life span of flawed content stored on affiliates iPump Media Servers. Embargoed stories are flagged to ensure non-transmission to specific affiliates.

The WEGENER broadcast news solution enables the TV Broadcast network to transmit news stories to affiliates as soon as they are prepared - in greater-than-real-time - with no interaction required by the affiliates to capture media rich assets.

## Case Study: **BROADCAST NEWS AFFILIATE**

- **Tight integration with Content Management system**
- **Space efficient**
- **Delivers media-rich digital assets**
- **Instant access to assets via web browser, LAN or FTP**
- **Recording schedule of live or non-linear transmission handled remotely**
- **Performs multi simultaneous tasks:**
  - **Output live feeds**
  - **Record multiple incoming streams**
  - **File access**
- **Alert system for late breaking news**



As TV News broadcasters continually increase the size of their media libraries, it is a requirement that any media distribution solution for TV affiliates must support on-demand access to media archives and seamless integration into local IT networks. WEGENER's iPump Media Server achieves this goal by combining its robust satellite receiver technology with media storage and IP connectivity.

WEGENER's end-to-end solution pushes digital assets to iPump Media Servers at the network edge, enabling greater, flexible access to supporting materials to customize newscasts. Each digital asset includes video clips, low resolution video clips for desktop viewing, metadata, script information and associated graphics.

Affiliate news directors can access and request content from the comfort of their desktop via a web browser interface.

This professional network appliance is space efficient, remotely controlled and remotely upgraded. It empowers local TV affiliate's news operations to fully digitalize their current workflow.

