

Case Study – NewsLive North East

The Leading News Channel in North East India

News Live (Assamese: নিউজ লাইভ) is a 24-hour satellite channel of Assam, northeast newslivetv.org is the official portal of the news channel. This is second satellite news channel of northeast India. News Live broadcasts regional as well as national and international news and other shows in Assamese and English. It was launched on 21 January 2008 and since then it has remained on top viewership in the North Eastern region of the country.

Challenges –

- Legacy - Large number of tapes in DVCPRO, DV and other formats.
- Storage - Always full 10 TB XSAN shared between Playout, Edit & Archive
- Multiple storage management, repeated ingests and inefficient file movement.
- Incremental content from running operations
- Resistance to change in workflow
- Searching and Moving content took long hours

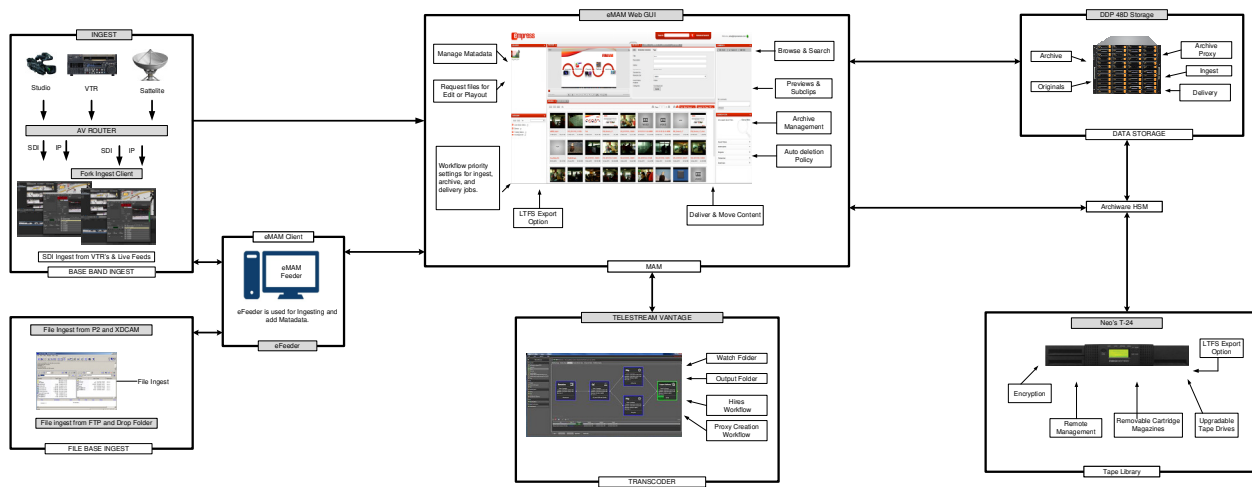
Empress worked closely with its system integrator partner **SRSG**, to build a digitization, NLE, Storage and archive environment to meet the digital file based workflow requirement of News Live NE. The solution consists of eMAM Vault, Archiware, DDP Storage, Telestream Transcoder, Overland Tape Library and other necessary hardware components.

eMAM Vault – A simple to use, highly efficient Media Asset Management system helped manage the media & its movement across Production Storage, Nearline Storage, Deep Archive, Playout Storage with an easy to use Web Interface for all users, yet managing access rights and permissions based on each user.

eMAM Solution:

- eMAM managing a Centralized Storage with Tiered Architecture – NAS + LTO.
- One Click Media movement between Production Storage, NAS, LTO, Playout.
- Rule based Archiving from Nearline to LTO Library.
- Seamless searching and retrieval from LTO Library.
- Three users groups having different permissions.
- Customized metadata fields, Categorized inventory & Enriched Metadata
- Fast & Advanced Searches from Desktop / Laptop Clients with Quick Preview.

Workflow –



- ✚ Archive Ready content is sent to Archive Volume on DDP Storage.
- ✚ Library can either use watchfolder to auto ingest or manually ingest the content using eMAM Feeder from MAC/Windows/Linux machine connected on Network. Proxies are automatically created during ingest process.
- ✚ The Library staff enters metadata during the ingest and they can further update the same post ingest as well.
- ✚ Original file is moved to Nearline Volume and after two weeks automatically written to LTO, while proxies remain in Nearline.
- ✚ Content can be searched, browsed, previewed and shared from User Desktop / Laptops based on permissions applied.
- ✚ eMAM connects with Telestream to generate proxies and other required file formats for delivery. And eMAM manages the media on tape communicating through the Archiware HSM.

The same workflow applies for files that have been digitized from Tapes or files which have been shot on cameras or coming from any other file based source.

About Empress Media Asset Management LLC -



Empress Media Asset Management LLC is a privately held company providing Media Asset Management and Workflow Management Solutions for Broadcast, Media & Corporate Clients including its eMAM Online, eMAM Vault, eMAM Workgroup & eMAM Enterprise product lines. It is a part of Empress Family of Companies which includes Empress Cybernetic Systems Private Limited specializing in customized software development, and Empress Media Inc. one of the largest distributors of blank recording media & supplies. www.empressmam.com