

CASE CLIENTE

REDE AMAZÔNICA



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CLIENT SINCE 2017



IN A HIGHLY COMPLEX AND UNIQUE PROJECT ON THE MARKET, WE HAVE INTEGRATED BRANCHES AND REDUCED COSTS.



150
COVERAGE
MUNICIPALITIES

6,2
MILLIONS OF
VIEWERS

+500M
DIGITAL ASSETS
CATALOGED

Rede Amazonica is today the largest SNEWS customer and has the highest audience numbers in the entire Northern Region. Present in Amazonas, Acre, Amapá, Rondônia and in Roraima, it covers more than 150 municipalities and has about 6.2 million potential viewers. All of this working with five broadcasters, eight mini-generators and more than 200 retransmitters. If the numbers are not enough, it is affiliated with Rede Globo, one of the largest TV stations in the world. The above data alone represent the size of the responsibility of the SNEWS in this unique and highly complex project.

Our goals were to enable the integration of media management and journalism between all the squares and to implement media management with more than 500 thousand digital assets cataloged. The success of the project also had the consequences of technological evolution with cloud media archiving, which reduced deployment, maintenance and recovery, and the transcoding flow of XDCAM / MXF media for integrated H264 / MP4, which provided the reduction substantial amount of data to be stored.

PRODUCTS



ANEWS ARION
Newsroom Computer System



NEOEXPRESS
Playout



IN-PLUS
Ingest

EMAM
You are in control



COVERAGE AREA

- Largest television network in the North of Brazil. More than 150 municipalities are covered and around 6.2 million potential viewers;
- It is present in 5 states: Amazonas, Acre, Amapá, Rondônia and Roraima;
- Currently, it has five own stations, 8 mini-generators and more than 500 transmitters.

AUDIENCE IN THE REGION

Broadcaster with the highest audience in the entire northern region, according to KANTER IBOBE data (06/14/2020)

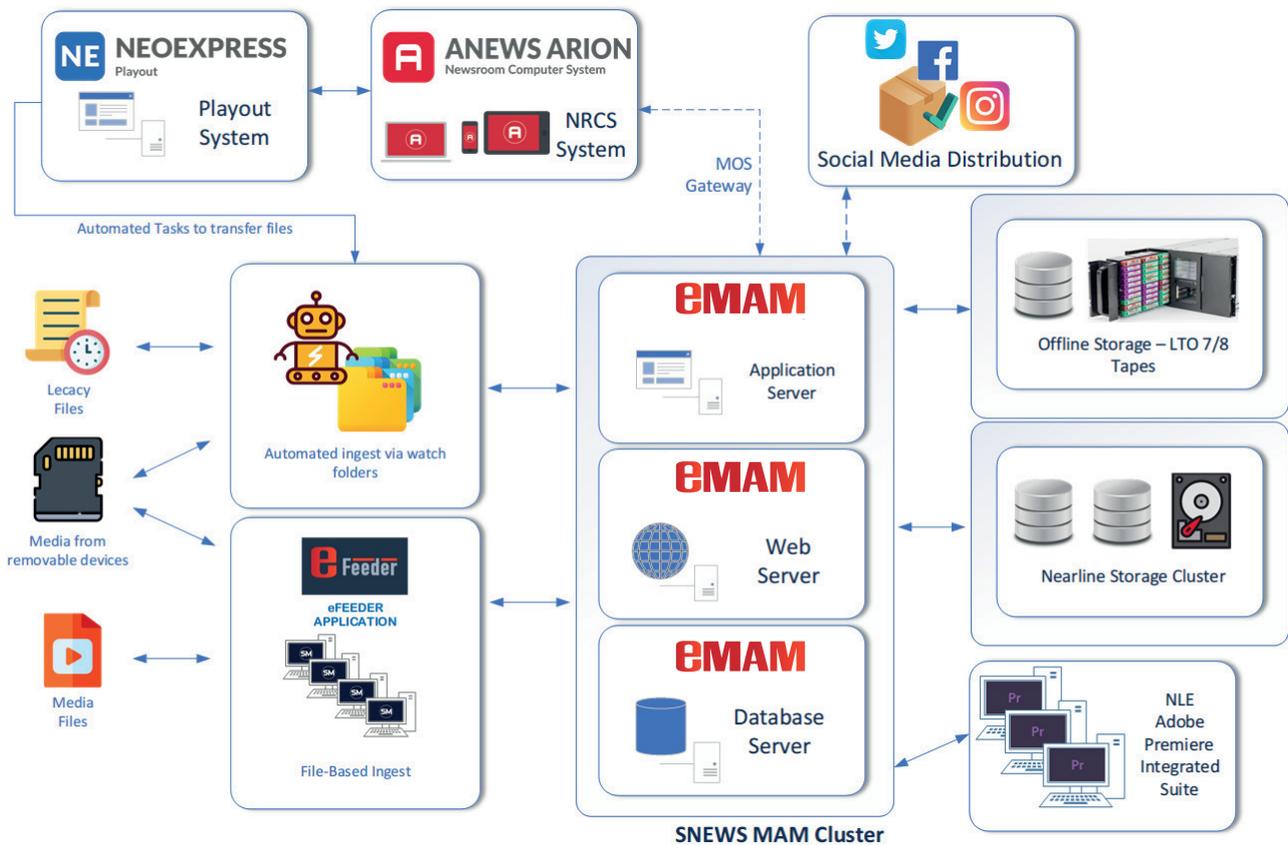
<https://www.kantaribopemedia.com/dados-de-audiencia-nas-15-pracas-regulares-com-base-no-ranking-consolidado-08-06-a-14-06-2020/>

IMPORTANT FACTS

- Affiliate of Rede Globo, one of the largest television stations in the world;
- Fully integrated project between the 5 central squares, a case rarely seen on broadcasters in the country.

POST PROJECT SITUATION

- Communication between affiliates fully integrated;
- Media manager with over 500 thousand cataloged digital assets;
- Technological evolution in media archiving using cloud archiving, reducing the cost of implementation, maintenance and recovery;
- Transcoding flow from XDCAM / MXF media to integrated H264 / MP4, providing a substantial reduction in the amount of data to be stored in the cloud.



INGEST

The flow of media ingest is carried out through two main types:

- Baseband signals, through SDI channels;
- Ingest file-based, through external media (cards, flash drives, etc.) and media files stored on disk.

Programming recording is ingested in the MAM system for cataloging, reuse and historical archiving. The In-Plus system performs the recording of baseband channels on up to two simultaneous channels per infrastructure server and is capable of storing the files generated in up to 12 different profiles per server encoder. The eFeeder module is able to ingest all file-based content, including external media and even media assets from the internet or third-party collaborators. All cataloging of the ingested material can be done directly from the eFeeder and the media asset is already available in the MAM system for all users with all the necessary metadata, facilitating the processes of searching and acquiring material for editing, display and distribution. All ingested material is transcoded by the MAM application server, generating high resolution files and their respective proxies for previewing directly from the system interface.

EDITION

The editing flow is governed by the Adobe Creative Cloud suite, where Adobe Premiere is fully integrated into the MAM system through a panel in its own interface. This integration allows editors to have access to the entire MAM collection directly on NLE, being able to search, import bookings, import sequences, etc. Ingesting material can also be done directly from the Adobe Premiere interface, including associated metadata.

EXHIBITION

The NeoExpress display system allows integration with the Media Management and NewsRoom system (ANEWS ARION) through the MOS protocol and / or WebService. All playlist orchestration and automation is controlled by NRCS ANEWS ARION, where the journalist has access to all media content for viewing and is able to assemble the playlist directly from his Rundown. It also automated all the ordering, approval, insertion and removal of videos from the playlist directly from the NRCS system, allowing the program operator to have control of the entire display grid.

STORAGE

All of the issuer's asset storage is based on a three-tier hierarchical division:

- Online - high speed storage and low retention;
- Nearline - medium speed storage and retention for specified periods (usually months);
- Offline - low speed storage for eternal or long-term retention (years or decades).

At the broadcaster, the entire long-term collection is placed in cloud storage, ensuring security, low maintenance costs and reduced storage costs. All material stored in the cloud undergoes transcoding processes, ensuring a considerable decrease in the amount of stored bytes and time for asset recovery.



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