



ChannelMaker

Channel Maker is a playout system with an integrated on-air graphics controller. It's the ideal solution to manage a TV Channel with few human resources.

Customer's Challenge

TV Globo Internacional was launched in 1999 and is considered a reference channel, offering several contents in its programming such as entertainment shows, documentaries, live football matches, newscasts and telenovelas.

As a consequence of Brazilian emigrants' increasing presence around the globe, and worldwide interest in the channel, TV Globo started to explore thoroughly their international channels, particularly in Europe and Africa.

Thus, TV Globo, started having the need to create different playlists that would fit these channels (local time schedule adjustments, advertising, local content) depending on which country the emission takes place and, because of this, it became mandatory to find a solution that could manage each new channel creation.

wTVision's Solution

wTVision's relationship with TV Globo started in 2005. This partnership, which began in the TV Globo's headquarters in Rio de Janeiro, has developed to other network's affiliates, such as São Paulo, Brasilia, Belo Horizonte, etc. The most recent example was the support that TV Globo got from wTVision in changing the football matches' graphic design for this season Brazilian League.

Based on this successful partnership, and the need to change the way the International Channels were managed, TV Globo gave wTVision the task of creating and operating two new International channels especially made for African and European territories.

In this project, wTVision uses its Channel Maker solution, an application that serves as an all-in-one aggregator. The Channel Maker controls arrays, video servers, graphics engines that allow the insertion of local graphics in real-time and all the elements that allow the generation of two distinct channels for Africa and Europe, with powerful automated systems and video graphics.



wTVision's Solution (cont.)

The playlist is done locally, according to a grid provided by the headquarters, and uses different sources of content (signal received from Brazil that is live broadcasted or recorded, trimmed and saved for a future playlist; content received via FTP or tape, etc.). The whole system is failsafe because the architecture provides full redundancy.

wTVision is providing not only sequencing and playout tools (Channel Maker), but all the technical and operational procedures as well, offering the customer a full service.

A team of experienced professionals assures, 24 hours a day, the whole operation of content ingest, playlists planning and continuity control, keeping the operation running smoothly.

All this implementation process, which started in the last quarter of 2009, was concluded on early April, taking less than 6 months to find a suitable location to install and test all the servers, among other equipment, something that testifies to the fast and hands-on attitude that wTVision has when facing challenges.

Benefits to our Customer

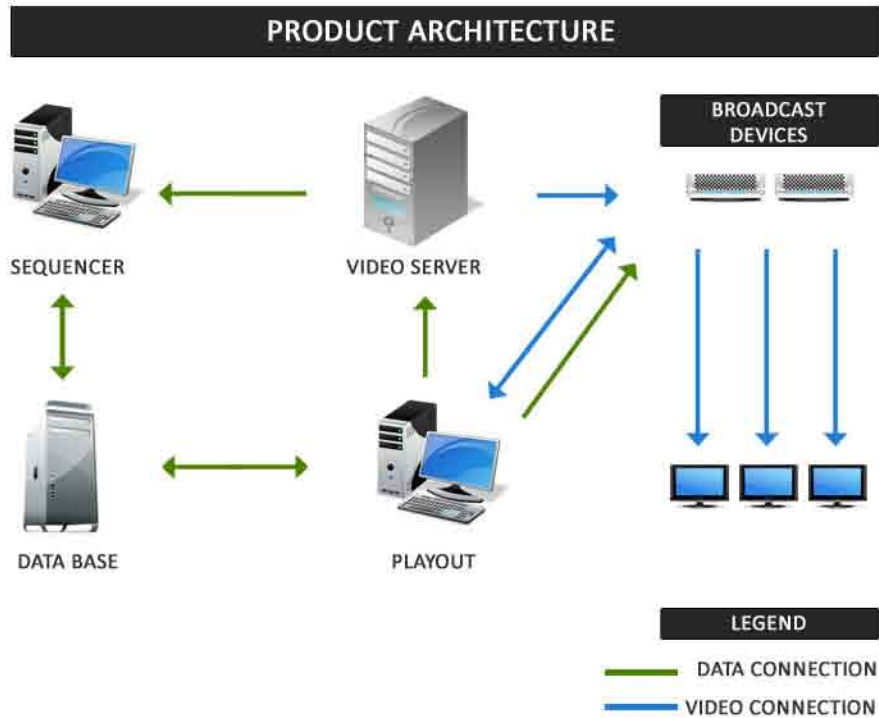
- ➔ Simplified operations
- ➔ Easier handling of content
- ➔ Fast implementation
- ➔ Customized services
- ➔ Aggregated functionalities
- ➔ Flexible and scalable solution



Our Technology

wTVision developed a flexible framework platform that allows the development of solutions for all critical areas of broadcasting, such as sports matches, election specials, economic data handling, weather forecasts, etc., with high levels of customization and fast implementation. This solution's virtues brought TV Globo's attention and, by purchasing this Framework from wTVision, provided its programmers a chance to develop projects with this technology, improving their project's performance.

Using this technology wTVision has implemented various products, being the Channel Maker Play Out System one of them, as a specialized solution to optimize all the automation that a playout and continuity tasks demand. This project with TV Globo International, not only reinforced the presence of wTVision in automation systems market, but also strengthens the partnership between wTVision and TV Globo, one of the major television networks in the world.



Quotes

Sales Director

The project is going very well. It's a demanding task, because we have to deal with two actual channels that can have three distinct situations: the show that is pre-recorded and scheduled in the playlist, live broadcasts and delays, i.e. a show starts in Brazil and have to be recorded in Portugal, executing the playout a few minutes later – meaning that we have to coordinate efforts with TV Globo, since we are recording a live transmission and we need to be careful with the commercial breaks. Currently, we have 2 person shifts plus the coordinators that are currently working. The remaining operators rotate, ensuring a 24 hours support



Summary of key facts

The Customer - TV Globo Internacional

- 5.5 million viewer
- Available in 115 countries
- 550 000 subscribers on five continents

The Challenge

Delivering to the public a quality product with customized advertising and local content, depending on the country that receives the emission.

The Solution

Production of two distinct channels for Europe and Africa, enabling the creation of a program schedule tailored to each market, both through its content (and advertising) and the time zone.



Summary of key facts (cont.)

Highlights

- ➔ Fast implementation
- ➔ All-in-one solution
- ➔ Outsourced channel management
- ➔ Customized product delivery
- ➔ Flexible and scalable solution

Case Study: TV Globo

