

CASE STUDY - NEWS INTEGRATION



“BCE updated our installations with the best technology at an affordable price. The flexibility of the system with its easy integration of new technologies and its opening to Internet ensures our investment.”

ALAIN BERWICK
Managing director (RTL Lëtzebuerg)



CHALLENGE: UPDATE THE RUNNING SYSTEM TO A MORE FLEXIBLE SOLUTION FOR RTL LËTZEBOURG, LUXEMBOURG'S NUMBER ONE CHANNEL.

BCE's challenge was to update the old tapeless system to today's requirements with a multiplication of digital format entries (MPEG, MOV, MP4, H264, etc..) and to give the same flexibility for outgoing content.

Although RTL Lëtzebuerg's installations were fully tapeless between the newsroom and the broadcast, the ingest and part of the broadcasting were still tape-based.

More than just opening the system to all possible formats, the system had to be flexible enough to adapt to any new standard. Finally, this complete new workflow had to be adapted to the different departments in RTL Lëtzebuerg, including journalists on the field.

CHALLENGE

- ▶ Update the system from a proprietary to an open system
- ▶ Ensure full compatibility of the system with any digital format
- ▶ Allow the complete communication between the departments, the newsroom and the journalists
- ▶ Give RTL the possibility to receive and send their files from and to any source.

SOLUTION: OPEN TAPELESS SYSTEM WITH DIGITAL ARCHIVING

BCE managed the transfer from a proprietary tapeless system to an open system.

The newsroom application together with Newslink – a tailor-made tapeless solution to connect journalists and newsrooms in a fast and reliable way – were used for the integration of any content coming from anywhere in the world with a centralised archiving system, where all videos can be stored and uploaded for direct editing, playout or streaming.

SOLUTION

- ▶ Fully transparent tapeless system
- ▶ Fast journalists feeds integration within minutes in the newsroom with Newslink
- ▶ Tapeless system between all the departments of RTL Lëtzebuerg
- ▶ Tapeless system between the journalists and the newsroom
- ▶ Easy archiving of all the digitized videos and interactive database for easy repurposing of content.

BENEFITS

With its new infrastructure and its fully tapeless workflow, RTL Lëtzebuerg is now able to meet the market needs in quality and fast news. The different steps of a news project are easily done with the best quality and a greater interaction between the departments. The structure design allows easy upgrade with new technologies and the integration of new video formats.



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