

TM  **Broadcast**
BROADCAST TECHNOLOGY & ENGINEERING
I N T E R N A T I O N A L

Special

4K & Live Production
Equipment

UHD

Infocomm
2015

New Technologies in
Sports Broadcasting
With Canal +

BCE redistributes FremantleMedia's Britain's Got Talent on a global scale

Based in Luxembourg, Broadcasting Center Europe (BCE) is a European leader in technical services for the media market. With Europe's largest distribution platform and state-of-the-art tools, BCE is able to deliver content to many destinations in a short time frame following a cost-effective workflow.

FremantleMedia, one of the largest creators and producers of entertainment formats in the world, needed a solution to redistribute its flagship live program Britain's Got Talent to media partners in Asia, Africa, Europe and Oceania within a 24 hour time frame.

To do so, BCE used its Digital Media Operations services.

For the reception of the programmes from FremantleMedia

UK based Production/ Postproduction house, BCE used its file-based high speed content distribution system, Movie2Me (www.movie2me.com) with its cloud-based postproduction content management system, MediaCMS.

"With our Digital Media Operations, we are able to deal with International queries in a very short time frame keeping costs as low as possible," comments Claude Dublin, International Traffic Manager at BCE.

Overseen by the traffic team, the files were QC'ed (quality checked) and cleaned from any UK broadcaster signage, erasing bumpers, commercials and infotainment.

"The MediaCMS automates the postproduction workflow from the

reception of the files to their distribution to the multiple partners, including all the transcoding tasks and metadata enrichment". comments Xavier Thillen, Head of Production and Postproduction at BCE.

The clean versions of Britain's Got Talent were then transcoded into the destination channel's format and were redistributed within 24 hours to the media partners in 11 countries using Movie2Me or the customer's preferred file-based technology (FTP, etc.)

"Using a file-based delivery system is much more cost-effective than using the existing satellite systems, even if their footprints cover all the regions," comments Sascha Quillet, Technology and Project Manager at BCE.

