

# Technical Display System at China Sports Media



## Executive summary

**Customer name: China Sports Media**

Industry: Sports Broadcasting

### Challenges

- Keep track of sports production activity for each studio in real time
- Create better brand impression on facility visitors
- Improve work place efficiency

### Solution

- Tailored and dynamic individual display system
- Simple drag-and-drop display design
- Full IP connectivity over standard networks

### Results

- Real-time information displayed in the right place
- Orderly/systematic live broadcast working environment
- Reinforces branding and provides information to the public.

## The challenge

China Sports Media (CSM) is the leading sports broadcaster in China, with rights to air the country's top-flight football league, as well as many other national sports competitions and events. It broadcasts from a facility hub in Beijing. The broadcast facility also acts as a prestigious centre that showcases the company's brand, offering its visitors a chance to experience what's going on.

In the fast-moving world of sports broadcasting, the hub is incredibly busy; so much so that staff were finding it a challenge to keep track of what each studio was covering.

They needed an automatic information display system involving the placement of screens in key areas, each showing a relevant combination of production information, clocks and timers, and video feeds, that relate to a particular studio's production activity

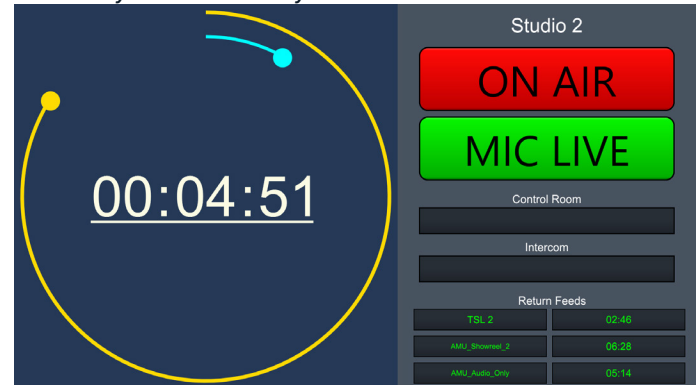
## The solution

CSM found the solution in FlashBoard, the control and display system from TSL Products. This allows users to design multiple display layouts, each containing a free mix of live video, production information including clocks and timers, workflow details and operator instructions, tallies and cue lights, and branding.

Design of each display is by a simple drag-and-drop interface, meaning that the system can be implemented very quickly, without specialist knowledge. The designer simply determines what is needed for each display and drops it into place. The design tool also allows for static information, so a screen can include a location, logo and other fixed information, as well as dynamic content.

All material is distributed as an IP stream over a standard network, so it is simple to install, and extremely effective.

Some example of FlashBoard screens you may wish to deploy using a control system such as TallyMan:



## Result

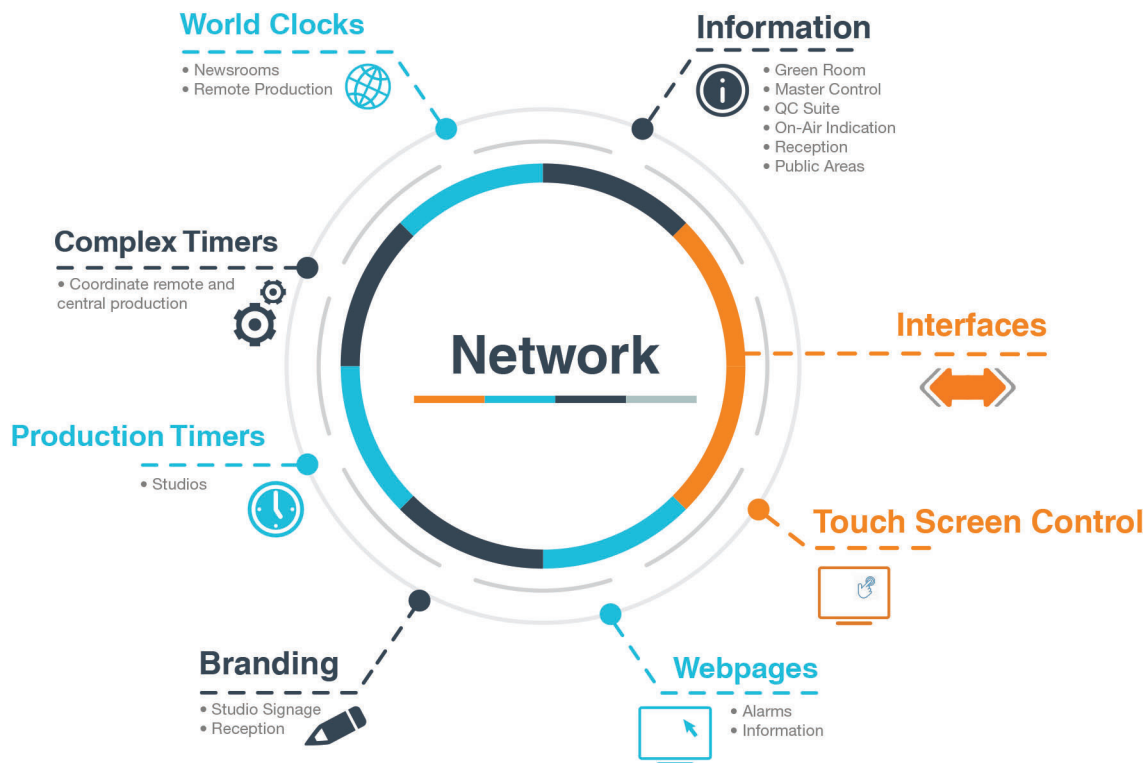
In the first phase of installation, CSM will install two control base stations, to provide fully redundant operation. These will drive 28 display systems, some of which will be outside the building. The installation will take place in October 2017.

CSM decided to employ a networked dynamic display system because, without referring to paper, its operators found it was difficult to keep track of what each studio was doing at any given time. Having made the decision to invest in a dynamic system, the company talked to other broadcasters in the region, and found a great deal of support for TSL Products.

“We were introduced to FlashBoard, which is exactly what we were looking for,” said <NAME>, <JOB TITLE> at China Sports Media. “It allows us to disseminate the information we need to be effective as a broadcaster, and to update it as we need to. It also allows us to reinforce our brand identity, to visitors and to those who pass our building.”

Dan Bailey, product manager for broadcast control systems at TSL Products, explained that the CSM installation is typical of the sort of application for which FlashBoard was conceived. “Because every single display can be tailored individually, FlashBoard allows the broadcast centre’s operators to get the right information to the right place.

“In turn, that ensures that staff are more efficient, because they understand precisely where they sit in the workflow,” he added. “It also provides a simple and effective way of helping visitors understand the complexity of work at the facility. Much of CSM’s output is live sports, and this is a clear, graphical way to show what is happening at each stage, to aid understanding of the overall production and delivery chain.”



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