



PROJECT:

NDTV

LOCATION:

Florianópolis, Santa Catarina, Brazil

GOAL:

To double its content output while enabling production teams to collaborate and contribute from any location



ABOUT NDTV

Based in Florianópolis in Brazil's Santa Catarina state, NDTV is a commercial TV network that operates seven affiliate stations under the RecordTV brand. NDTV and Primestream boast a long and successful partnership, and the network has leveraged Primestream solutions for more than 10 years. Today the Primestream Workflow Server drives virtually all of NDTV's media workflows and ensures a highly efficient broadcast operation from ingest through to production and playout.

Primestream, a leading provider of asset management and automation software solutions for media production announced that Brazilian broadcaster NDTV has migrated its media asset management (MAM) operations to the

award-winning Xchange™ platform. With remote content workflows driven by Xchange in the cloud, NDTV has been able to double its content output while enabling production teams to collaborate and contribute from any location.



THE CHALLENGE

“When it came time to upgrade our MAM capabilities, we looked for a solution that could integrate our seven local stations and enable them to exchange content easily via internet links. We also wanted to make it easier for the stations to search for, identify, and retrieve

specific assets,” said Rafael Mafra, engineering and technology director, NDTV. “Of all of the MAM vendors we evaluated, Xchange came out on top in terms of functionality for the price. And of course, after a decade we know we can count on Primestream’s outstanding support.”



THE SOLUTION

With Xchange, NDTV has deployed a fully remote production operation that enables teams working from many different locations to see, tag and catalog, upload, and download media. More than 20 NDTV reporters have the autonomy to capture their interviews via videoconference tools, DSLR cameras, and smartphone cameras. Reporters check their

content into Xchange, where producers at NDTV headquarters can access the footage and then validate it for postproduction and finalization. From there, editors working from their home offices are able to finish the content using Xchange's built-in integrations with Adobe Premiere Pro and Creative Suite.

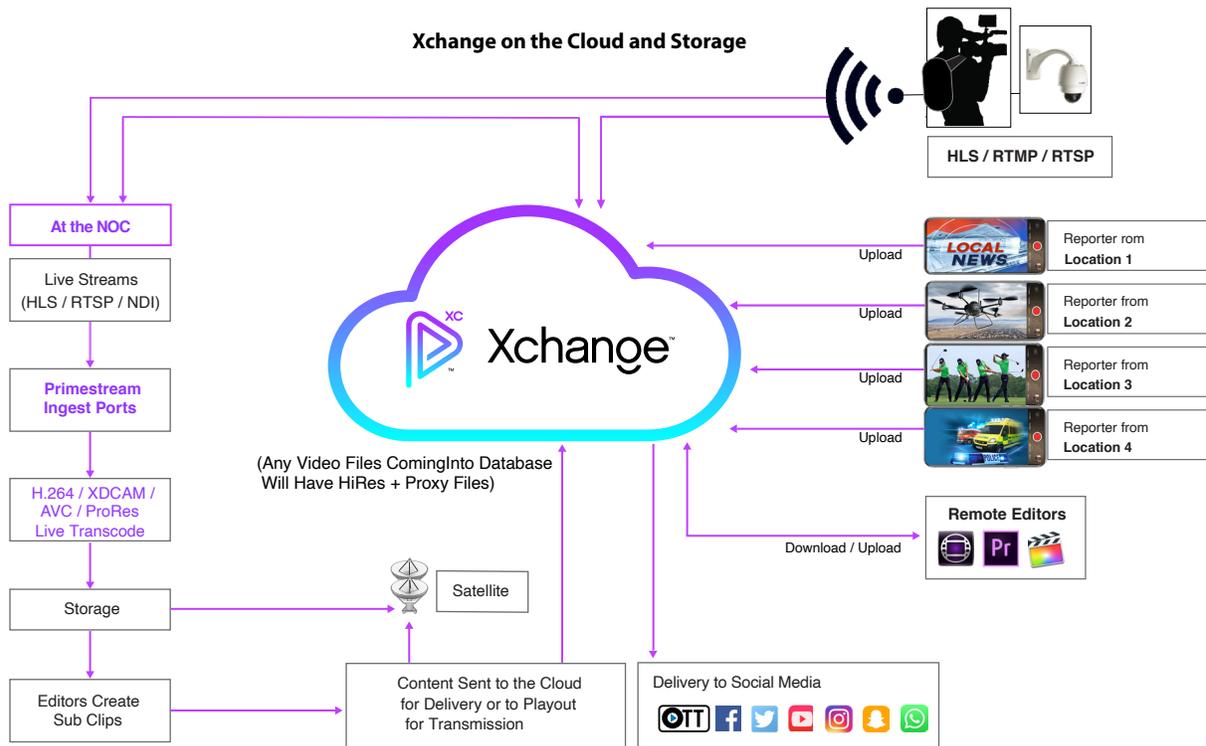


RESULTS

The onset of the coronavirus pandemic in early 2020 presented an ideal opportunity for NDTV to test the remote collaboration workflows enabled by Xchange, especially since the network had to double production to accommodate its increased news coverage. Almost instantly, content exchanges among the seven TV stations expanded to include more than 30 remote team members, with reporters producing content from the field, producers editing and validating information from workstations in their homes, and TV stations finalizing and broadcasting the stories to viewers.

Mafra added, “Xchange has been a huge asset as we’ve navigated these unprecedented times. The control features and agility of Xchange have enabled us to scale easily to meet our increased production requirements. Our remote teams are more productive and creative than ever — with Xchange’s robust metadata capabilities, it’s much easier to shepherd and monitor content through all editing and production steps. Plus, we know we’re getting the best in the industry based on our many years of outstanding experience with Primestream products.”

“As news continued to break about COVID-19, NDTV played an important role in keeping its viewers informed and conveying important information. We’re proud that our Xchange MAM platform played a major role, allowing production teams to increase content flows dramatically and almost overnight,” said Claudio Lisman, president and CEO of Primestream. “Although the migration to a cloud MAM system happened quickly to accommodate an immediate need during the health crisis, NDTV is viewing the solution as the long-range key to collaboration workflows. The benefits of Xchange are compelling: the ability to monetize any asset on the system, reduce operational costs, and give users ubiquitous access.”



About Primestream

Primestream is a leading provider of asset management, automation software, and workflow orchestration solutions for media and production operations that are scalable and highly configurable across markets, platforms, and infrastructures to ensure long-term flexibility and value. With a long history in media creation workflows, Primestream combines best-in-class technology with proven reliability to help optimize media creativity for enterprise, digital media, sports, and broadcast operations worldwide. Primestream products leverage deep expertise and insight into market trends and customer requirements to connect content creation, collaboration, asset management, production, and delivery together in an optimal workflow.

The Primestream software suite has been field-proven in a wide range of production facilities for many of the world's leading broadcasters and corporations, such as Vice Media Group, Microsoft Production Studios, Cisco Global Television, NFL Networks, NFL Films, StreamTeam, AT&T Sports, SunTV, Disney, New World Symphony, Verizon Media Group, Fortune Magazine, Time USA, Business Insider, USC Annenberg School for Communication and Journalism, MTG Sweden, Newsy, and many more.

More information on Primestream solutions:

Primestream.com or on   

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