



Case Study



7 MOUNTAINS



A Milestone for taking newsrooms to the cloud and for story-centric workflows

TV stations world-wide have followed the development of a project at Danish TV 2 Fyn and their transition from a traditional newsroom solution to an all-cloud workflow and setup.

In June 2020, TV 2 Fyn went live with their first news bulletin from DiNA, the cloud newsroom and story tool from 7Mountains and with cloud media management solution Mimir, by Mjoll.

From the announcement of the project in 2019, TV 2 Fyn's Head of Innovation and Production, Michael Jensen, has generously shared insights of their planned big move towards cloud-only. In an interview at IBC 2019, Jensen said: ***"Our philosophy at TV 2 Fyn has always been to put journalists and storytelling first, and technology second"***.

DiNA sits at the heart of the newsroom at TV 2 Fyn as the core tool for news planning, creation and publishing. Another central tool for the news production, is video and media platform Mimir. Together, the cloud solutions from 7Mountains and Mjoll power the entire news production.

One tool for all with a true story centric workflow

With the integrated DiNA and Mimir solutions, TV 2/Fyn has now taken a true step into a full story-centric workflow.

What does story-centric really mean? This means one tool for all platforms, including creating, planning and publishing of stories to a CMS, to linear TV, and to all social media channels.

The journalists working in DiNA can prepare all their content, including text, videos and images, for all platforms AND publish to linear TV via an integrated rundown module, to their website CMS platform via easy-to-use templates, to Facebook, Twitter, YouTube and more. All is done from within one unified user interface; DiNA.

With a story-centric workflow, there is no need to jump from tool to tool for creating content for multiple platforms, enabling the journalist to work much more efficiently.

DiNA

by 7Mountains

About DiNA

DiNA is a story creation, planning and collaboration tool for journalists. It is a complete cloud based newsroom system allowing users to work from anywhere with an online connection.

With DiNA as the centrepiece of the newsroom, organizations avoid the costs associated with maintenance of on-premise equipment with all functions running in the cloud. DiNA has a rundown module for linear productions which is intuitive and easy to use. It can be integrated with graphics systems, automation systems, and more.



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Choosing the right systems integrator

The solutions are sold through and delivered by systems integrator and video experts, Mediability, the Nordic partner of 7Mountains and Mjoll.

"We congratulate the team at TV 2/Fyn with the successful launch. They have now taken a leading position in innovating their newsroom workflows", says Knut Alfred Andersen, CEO of 7Mountains.

MEDIABILITY

About Mediability

Mediability delivers systems architecture, design reports, integration modules, applications for multi platform publishing and more.





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