



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.



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.



Smart media management

Mimir is the media management solution powering the news production at TV 2 Fyn.

Mimir automates the process of speech-to-text transcriptions, translations, persons, objects and labels detection, events and more, using Al technology. This gives the journalist a search tool, within DiNA or from any web interface, where they can find the videos and images that they need for their stories.

With Mimir the journalist can, as an example, narrow down a search for spoken words in a transcript, with a specific person or persons present and/or with a specific object.



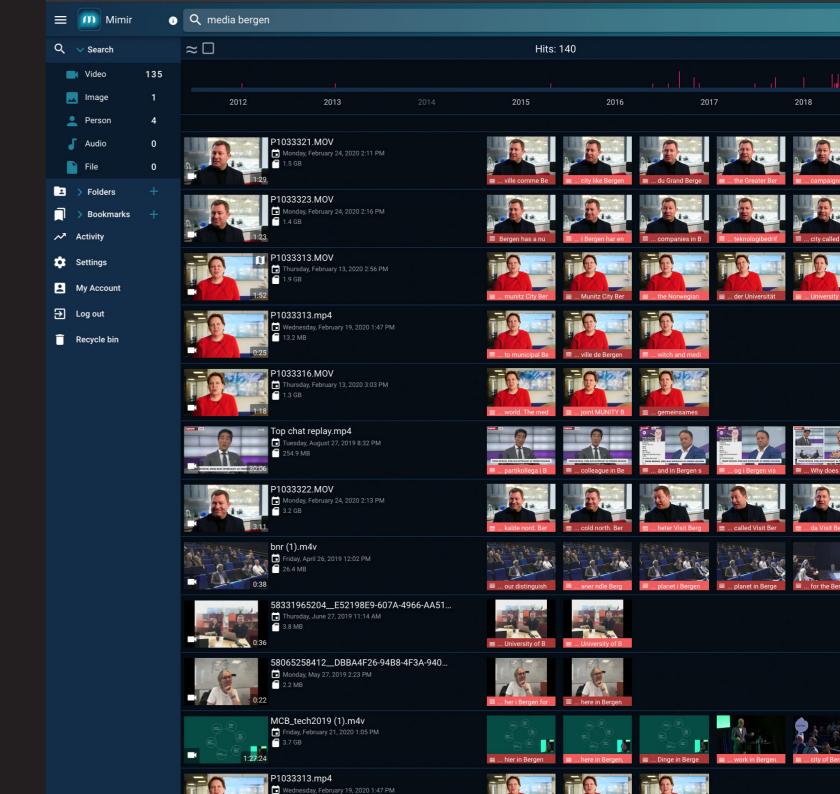
Mimir

by Mjoll

About Mimir

Mimir is a browser based media management solution. It's a tool for journalists and video editors, or anyone working with video, for automating the boring and time-consuming tasks, such as video and image metadata logging, speechto-text transcription, multi-language translation amongst other things.

Find the assets you need in a fast and secure way and create better stories. Mimir harnesses the power of market leading cognitive services from Amazon Web Services (AWS), Google, IBM, Microsoft and other providers.



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.



About Mediability

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

