

CASE STUDY

SOLUTION COMPANY: N1 DNEVNIK COUNTRY: CROATIA, SERBIA, BOSNIA & HERZEGOVINA

Optical Disc Archive at N1

"We are 100 per cent sure that we can retrieve media from Optical Disc Archive at any time in the future."

Igor Jovic, Chief Technical Director, N1

N1 is the first regional news platform with centres in Belgrade, Sarajevo and Zagreb, and an exclusive CNN affiliate for the region, focused on local news, offering 24 hours of professional, credible and accurate information from trusted journalists using the most advanced technology.

Company background

Launched this year it standardized its news-gathering and live broadcast operations on a range of Sony production equipment including XDCAM HD camcorders, studio cameras, vision switchers and the Optical Disc Archive for digital storage.

N1 operates through three major news production facilities (Belgrade, Sarajevo and Zagreb) with smaller news hubs in cities throughout the region. Its editorial aim is to deliver 'vibrant, informative and compelling content to viewers.'

"Ours is a unique set-up in the region and possibly in Europe," said N1's Chief Technical Director, Igor Jovic. "Our news-gathering and broadcasting operations need the highest professional standards from day one, as well as co-ordination between three production centres, and that is what we get by standardizing on Sony equipment."

Under the agreement with CNN, N1 will be the exclusive news channel affiliate of CNN in the region. This gives N1 exclusive access to video and newsgathering resources from CNN International for transmission in Bosnia and Herzegovina, Croatia and Serbia.

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Sony has supplied live production equipment and cameras to equip three studios and three control rooms in the capitals of all three countries, as well as XDCAM HD422 camcorders for electronic newsgathering. The in-house file format is MXF XDCAM 50Mb/s 422.

N1's requirements

A core part of the N1 operation is a future-proofed and scalable archive solution which will integrate into daily content production.

"We are trying to achieve with the news channel something different to other TV news competitors in the region by innovating with new technology," says Jovic. "When it comes to archive, our thinking was that the most important thing was to have a good and reliable archive both now and in the future."

"We examined the use of digital tape storage, but selected Optical Disc Archive because we are 100 per cent sure that we can retrieve media at any time in the future, something we are not sure of as current generations of tape archival media are superseded."

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The Sony solution

N1 invested in a Sony Optical Disc Archive solution, comprising the Optical Disc PetaSite ODS-L30M library, managed by middleware from XenData. The PetaSite library provides a current 136TB capacity, scalable to over 800TB, with the Optical Disc Archive media offering a 50-year archive lifetime.

The Sony Optical Disc Archive system is ideal for deep archive where data tape does not provide the assurance or meet the need for very long-term archive requirements. It is ideally suited for providing a second copy broadcast archive solution at a remote site and is ideal for business continuity/disaster recovery, post house and production back-up and for video, film and stock footage archives or AV national archives. The system can also be used for news and sports clips that need to be near-online and as an on-line browse and proxy clip store.

As the total archive solutions supplier, Sony delivered and implemented the system through local reseller and partner, ProVideo.

Why Sony was selected

"With Optical Disc Archive it doesn't matter if technology advances - which it inevitably will - since we are future-proofed with storage going forward," explains Jovic. "As and when the next generation of drives are released we know that the Sony Optical Disc Archive strategy will work."

Essentially we wanted to invest in a system at the outset so that we don't have to think about migrating our media to another system, or another version of a system, in five, ten or twenty years time."

Platform confidence was not the only reason behind N1's technology choice. "Speed of access was vital," Jovic says. "Our production teams are revisiting older news recordings from the deep archive for a lot of material to supplement bulletins on a daily basis. Restoring material from the PetaSite Optical Disc Archive is not only reliable but it is fast, especially for the small size video files which we tend to produce. Each Optical Disc Archive disc can carry thousands of small files as well as full programmes, but the ability of production teams to search, access and retrieve particular content from the Optical Disc Archive efficiently was very important. It means that we can incorporate the archive as a living part of daily production and maximize it as a resource."

Sony Professional Solutions Europe provided the professional services for full system design, project management for the implementation of the XenData application and delivered the complete archive solution to meet N1's required on-air date.

The benefits to N1

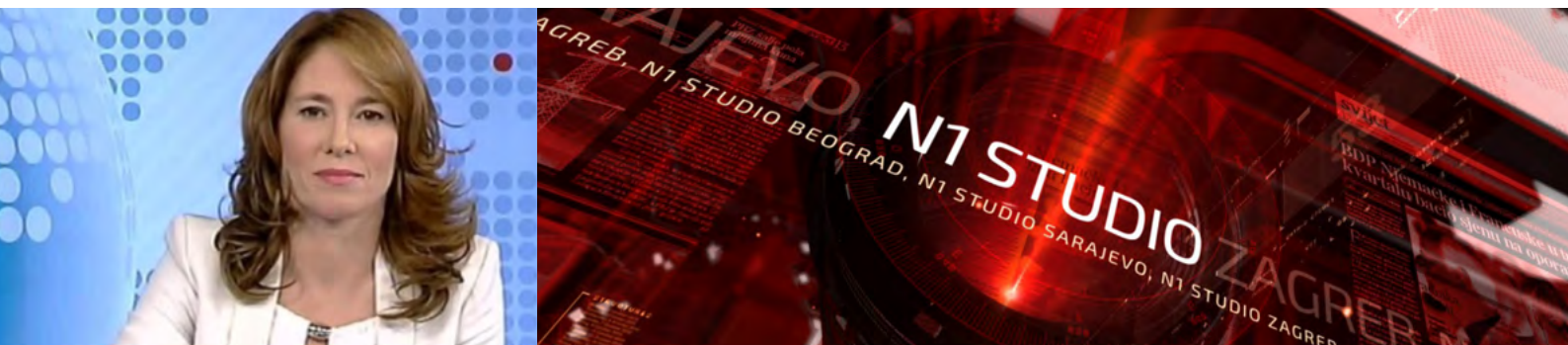
The 10,000 hours - and growing - archive library is interfaced to the IBIS iFind media asset management system via XenData middleware.

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"All of our journalists now have the opportunity to see where their files are and from any desktop workstation they can pull files from the deep archive to central storage for editing and straight to air. The speed is incredible," says Jovic. Gone are the two-to-three days waiting for archived news material to be restored and available to the journalists to work with. The Sony PetaSite archive solution integrated with XenData middleware is a proven and reliable long-term archiving strategy.

The complete system offers a combination of flexibility, longevity and value. "When launching new projects to air our company has a policy of using the most cutting edge, advanced technology in the world," says Jovic. "This enables us to not only become the number one news channel in our region but a leading news broadcaster internationally." Sony PSE has delivered a total archive solution that meets the N1 strategic vision.



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