

BACKGROUND

MediaCorp is Singapore's leading media company with the most complete range of platforms, spanning television, radio, newspapers, magazines, movies, digital and out-of-home media. Bench-

mark has been commissioned to provide a newsroom solution to produce the news in four languages (English, Mandarin, Malay and Tamil) in an efficient way. .

OBJECTIVE

MediaCorp has selected Octopus7 to replace its existing production system. To serve its diverse audience, it is critical for its production system to handle multi-language needs. Octopus Newsroom has native support for non-Latin scripts, making it ideal for multi-lingual environments.

Some challenges had to be worked out for a successful implementation. Re-orienting courses were set up for a large number of

users who have been using the legacy system for a long time. There were also challenges emerging from switching a 24x7 operational system to a new system seamlessly after multiple test runs. This included trials with MOS-compliant systems including graphics, prompters and video servers. There were also associated systems such as subtitling, automated processes and notifications that are customized to serve the large sub-sets of the multi-channel operation.

EXECUTION

Benchmark and Octopus prepared the project execution plan taking into account the various sub-set and groups that would have diverse requirements. The main focus was to set universal rules for the Key users in each group and sub-sets to acquire operational stability. Some of the Key areas to concentrate were:

- Change management plan for building a core universal set of rules
- Getting into the specific operational needs for each sub-set of groups
- Building clear communication with all the key users

- Preparing a common guideline for training plan to all users
- Putting more efforts into the interface elements and legacy components in use
- Building individual workflow plan to satisfy the needs for each group

Getting the support of management and preparing the execution for over 700+ users for the switchover seamlessly in a period of 90 days is another big challenge for the team. Mediacorp management extended full support with a forward thinking policy that will

bring in benefits of integrating the latest technologies with the newsroom. This includes Social media integration, publishing to the new digital age with feeds from multiple sources that include RSS, Twitter and Facebook.

Benchmark also spared no efforts to make sure the security and reliability are not compromised when introducing a more open architecture. The reliability of the system is ensured with multiple redundancies built for application hardware as well as the MOS device connectivity. The two layer architecture ensures reliability while connecting to multiple devices as well as the users from the Client system.

The challenges that occur when connecting to the MOS devices such as Video servers, Graphics and Prompters include the need to bring in concepts that are different than those in practice for many

years and this means training the users while they are still operational with the older system and keep sufficient time for practice and trials. With multiple channel operation and different language requirement, this itself posed a major resource and time consuming process. Benchmark in consultation with Mediacorp has arranged for multiple location training plans during the operational time that will ensure sufficient number of users were trained and were fully aware of the changes in system with clear operational concepts during the switch-over.

To achieve the same objectives, Octopus has provided key engineers and developers on site and engaged with the key users to provide workflow architecture, messaging enhancements as well as key areas of operational changes. The responsive approach with direct user support is one of the main reasons behind the successful implementation.

SUMMARY

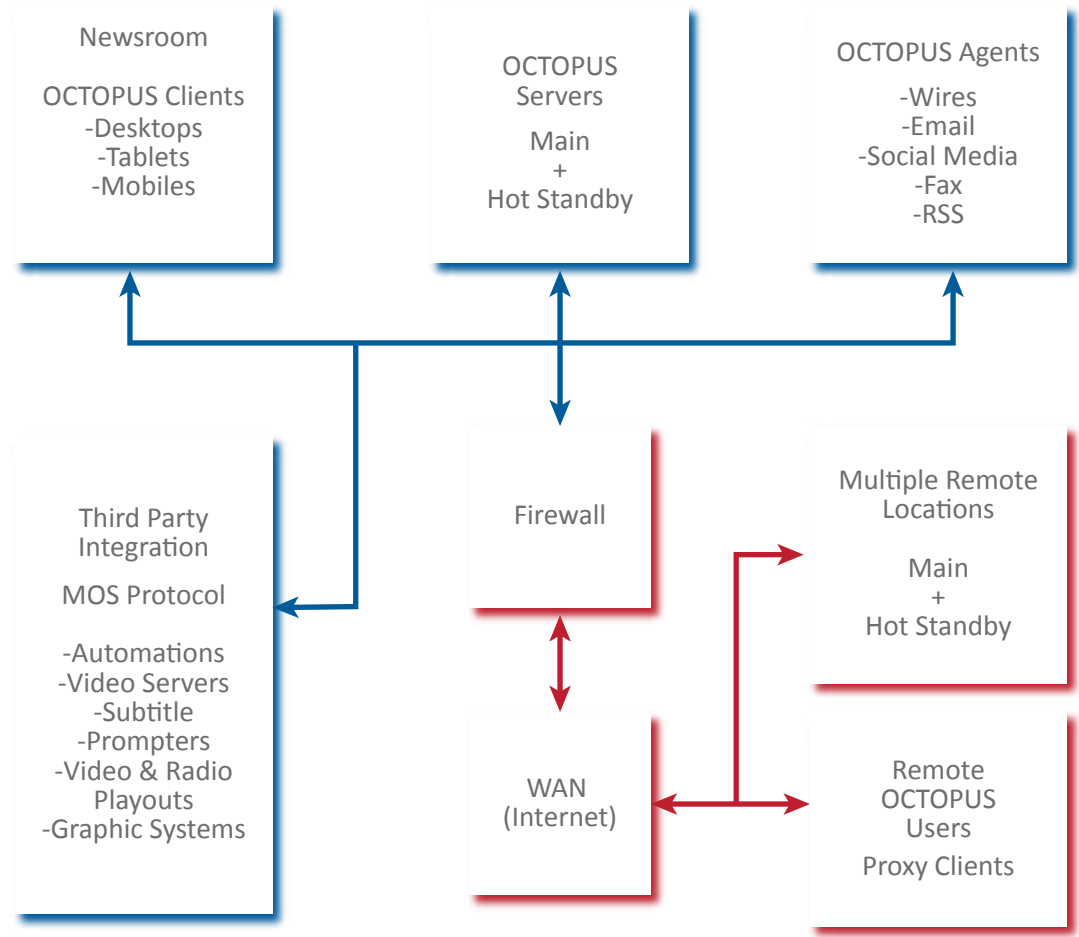
The successful switch-over to Octopus7 was done for the Radio and Television channels on 15 Feb 2015, within 90 days from the start of the project. The success was largely due to the close collaboration between Mediacorp, Benchmark and Octopus to form a

homogeneous group with a common goal – to implement the next generation newsroom system with a vision of expanding possibilities.

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ABOUT BENCHMARK

Benchmark Broadcast Systems, is a consultant and technology partner for media and broadcast companies in Asia. Headquartered in Singapore, the Company has offices in Bangkok, Chennai, Delhi, Dhaka, Kuala Lumpur and Manila. Its on-site engineering, software programming, software & systems integration, testing and support services are highly specialised. It operates in network mode with senior managers functioning out of Singapore, Chennai, Delhi and Manila.

Benchmark focuses on providing complete solutions for broadcast

and post production applications. The spectrum starts from simple modules to complete turnkey systems integration services for setting up a totally new TV station or upgrading/modernising existing ones. The Company also provides a complete range of services from pre-sale consultancy, through to systems design and integration, installation, user training, support and even to managed services. Benchmark Broadcast's capabilities extend to configuration of comprehensive enterprise-wide solutions, application support, systems installation and customer training and, importantly, to development of customised solutions.

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