

## **MTV Networks Europe North advances to desktop operations with Mediator**

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Pharos announces the completion of a new content management system for MTV Networks based on the Mediator platform. Located in Amsterdam's Media Wharf near the city centre, the new facility empowers desktop operations at MTVN North from ingest right through to broadcast transmission and new media. Installation commenced in January, went live in parallel mode in March and fully on-air during June this year. Pharos was contracted as technology supplier for Mediator and as software systems integrator for process and IT integration.

MTVN is now using Mediator for end-to-end content management across six programme channels and the new system has capacity for up to 20 channels. Mediator manages ingest, media registration, quality control and promotions editing workflow. Mediator browse is also used throughout the system. Mediator additionally manages all transfer management and transcoding for the delivery to VoD and mobile as part of the workflow. The system does not use conventional playout automation because Mediator works as a 'plug in' to the MediaGenix channel management system, interfacing bi-directionally to manage many operations at the desktop in a creative office environment.

"Within the MTV Networks North region we are aiming to improve our channel presentation by managing content directly and more efficiently from the desktop." says Roderick Aal, VP of Technology for MTVN North. "We needed a unified workflow for all operations under a single enterprise with browse at every desktop. To achieve this, it was essential to decrease internal complexity and maximise integration between different systems and processes, keeping all information synchronous throughout all departments automatically. We also aimed to open up existing transmission operations to make publishing accessible directly to the channel management teams. Delivering higher video and audio quality by minimising transcoding steps throughout entire process to offer digital delivery was also a priority.

"We chose the Pharos Mediator platform because it offers close integration with our key third-party subsystems including Apple Final Cut, MediaGenix What's On and Publitrone Nexus. Pharos delivers efficient processes and better workflows between these systems. We were impressed by Pharos' ability to respond to many of our specific needs within MTVN operations. Mediator improves operational efficiency, particularly in handling multiple versions of content, subtitles and multi-language audio. Our new system also allows secure remote operations, which is sometimes a good thing. Occasionally our staff use Mediator with browse to check or approve material when away from the office."

The entire workflow is handled using Mediator's transfer management and web-based user interfaces with integrated browse. Mediator also streams browse content and metadata directly to the MediaGenix What's On channel management system. In addition to MTVN satellite and terrestrial DTV output, the new system also manages delivery of Flash movies to web viewers giving file-based delivery end-to-end.

"In terms of solutions architecture, the system we have devised in conjunction with MTVN's engineering and operations teams is the closest we have come yet to a truly file-based workflow," adds Russell Grute of Pharos. "There is no baseband video cabling and no dedicated ingest server. Content arriving on tape is ingested directly by Mediator to an Isilon IQ central storage

system as MXF files from a Sony Flexicart or from individual Sony e-VTRs. Using the e-VTR network port overcomes the need to digitise files via SDI during ingest. Increasingly, however, material is delivered to Mediator as files without any tape. For MTV Networks North channels, Mediator is driven by the MediaGenix schedule and delivers a flexible workflow to complete all tasks in the right order for transmission priority."

MTVN Europe North is a division of MTV Networks International (MTVNI), owned by Viacom Inc. MTV Networks North includes the premier multimedia entertainment brands MTV, VH1, Nickelodeon, Viva, TMF and Comedy Central. MTV Networks North operates TV stations on all available platforms and websites in Germany, Holland, Sweden, Belgium, Denmark, Switzerland, Austria, Norway and Finland.

Pharos delivers better workflow management to broadcasters and service-providers in television, radio, IPTV and telecommunications. For 11 years Pharos has continually developed its unique Mediator, Playtime and Pilot desktop broadcast management solutions. Pharos workflow offers greater efficiency for library management, ingest, quality control, storage management, archival, transcoding, post-production and playout.

Pharos solutions offer a next-generation platform to manage multiformat content and enable rapid expansion in playout, presentation and publishing. Pharos software architecture, integration and support services enable disparate broadcast and IT processes to be unified across the enterprise.

#### **About Pharos**

Pharos delivers integrated content management and workflow to broadcasters and service providers in television, radio, IPTV and telecommunications. Since 1997 Pharos has developed the unique Mediator platform with Playtime playout and Pilot control options, to manage content globally from the desktop and enable rapid expansion in playout, presentation and publishing. Mediator 4 delivers productivity enhancements for all areas of operations to drive content and promotions for multi-channel playout alongside services for VOD, IPTV and mobile.

The full range of Pharos systems and services can be explored in detail at [www.pharos.tv](http://www.pharos.tv)

#### **Contacts**

Russell Grute, Pharos  
+44 (0)118 950 2323  
[russell.grute@pharos.tv](mailto:russell.grute@pharos.tv)

David Kirk, Stylus Media Consultants  
+44 (0)1342 311 983  
[stylusmedia@gmail.com](mailto:stylusmedia@gmail.com)