

## **BBC World Service goes to air with Pharos Mediator and Playtime**

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Pharos announces the completion of a major contract for BBC World Service. In the role of prime contractor, Pharos was selected to supply content management and automation for 68 channels of radio programming together with automation for live and time-shifted content playout.

Central to the project is a Pharos Mediator content management platform which has been chosen to integrate the network's ingest, media workflow, transfer management, router control and playout. Mediator includes a task-specific web-based user interface which guides operators and supervisors through the workflow and allows search and browse of any material from their desktop. World Service workflows are prioritised and resources managed by Mediator based on the demands of an integrated programme schedule. A total of 32 channels are configured as a complete playout-capable subsystems, each safeguarded by a fully mirrored channel.

"This latest contract was awarded after a lengthy OJEC process," comments Nigel Fry Head of Transmission & Distribution at BBC World Service. "Pharos was then commissioned to look at our current operation and to co-operate with staff in creating an outline requirement for a future playout and routing infrastructure to cover the entire World Service operation. These requirements included flexible delivery of material to multiple platforms for both traditional linear broadcasting and new on-demand services. Reliability was obviously essential so the new playout infrastructure is protected by full redundancy. The overall system enables us to respond more quickly to late-breaking editorial changes and is scalable to meet changing demand."

"Our Project Services team worked closely with the BBC to determine the system acceptance criteria," adds Pharos Technical Director Spencer Rodd. "The new system is based on PC workstations running standard web browsers. Where staff previously interacted with individual audio elements manually, content management and switching are now automatically driven by the scheduling system. As material becomes ready for transmission, it is made available to Pharos Playtime automation for secure playout in conjunction with live and scheduled programmes switched from studios and other sources. All workflow states are tracked on-screen and used to generate reports as well as updating the material preparation status."

Pharos has worked with BBC World Service for over 10 years, helping deliver new systems that maximise efficiency and allow prompt response to the rapidly developing media marketplace. Newly-developed features in this latest installation include a node-based online storage subsystem for content management plus a high-performance audio server. Router control was also a key challenge with thousands of on-demand sources and destinations. The audio routing system consists of dual Lawo Nova73 routers scalable up to 8,192 mono channels.

BBC World Service commenced operations in 1932 as the BBC Empire Service and now provides global news and programmes in 32 languages from its headquarters at Bush House in London. The global audience figure for the combined services of BBC World Service radio, BBC World News television and the BBC's international online news service is 232 million. BBC World Service's radio audience is an estimated 182 million listeners a week across its 32 language services. The English language service attracted 40 million weekly listeners, up two million on 2007.

Pharos solutions deliver efficient content management to international broadcasters and service-providers in television, radio, IPTV and telecommunications. Founded in 1997, Pharos has continually developed the unique Mediator broadcast management platform. Mediator workflow offers greater efficiency throughout broadcast operations from library management, and ingest through quality control and post-production, with integrated Pharos Playtime playout automation. Mediator also processes and delivers content for new media services such as VOD, IPTV and mobile. Mediator protects investment in third party technology and directly manages storage, file transfers, archive subsystems and transcoding. Pharos solutions offer a next-generation platform to manage multiformat content and enable rapid expansion in playout, presentation and new media distribution. The Pharos software architecture enables 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)

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