

Advanced Broadcast Services

Advanced Broadcast Services (ABS) is a broadcast service provider with the ability to transmit 32 channels from its site in London. Asset management components of Pharos Mediator and Playtime fully automate the process from end-to-end, allowing efficient business operation with the minimum of overheads

The Challenge

ABS provide broadcast services to multiple clients according to delivered schedules. The material is supplied to ABS on tapes which are stored until required for ingest. Once ingested, the material is archived for future use.

Transmitting up to 32 channels means that the operation has got to be low maintenance and yet efficient. Operating costs have got to be kept low while keeping the quality of service high. And minimal staffing means that the process has got to be streamlined.

Automation and media management delivered by Mediator and Playtime help to achieve this.

The Solution

Mediator provides the right balance of functionality for this operation. Mediator offers great operational efficiencies, allowing multiple channels to be managed by relatively few staff. At present, the ratio is around 8 channels per staff member.

From the moment a tape arrives in the building to the archiving and subsequent re-use of a file, Mediator provides media and transfer management, automating and simplifying all processes thereby freeing up valuable resources.

Management of the tape library is the first step, providing Mediator with awareness of tape locations. Tapes are automatically requested for Ingest when material is scheduled. Once ingested, the resultant file is managed by Mediator, transcoding to any format and transferring to transmission.

To re-use ingested assets, a Sony Petasite archive is used to store the transmitted material. Pharos manage the transfers of material between the archive and transmission servers, automatically ensuring that files are delivered on time for transmission.

Archived material required for transmission can be reinstated to a transmission server with a simple request. And Mediator even uses defined rules to automatically manage storage, meaning there is always space for new material without any manual intervention.

Playtime automates the playout process according to an imported schedule for each channel. Control of the playout servers is fully automated and the playlist is presented on an easy to read interface for the operator to monitor.

Business Benefits of Mediator for ABS

- Increased revenue through new clients.
- Low maintenance cost.
- Minimum operational overhead.
- Easy to add new channels.
- Repurposing without re-ingesting.



Pharos playtime automation in use at ABS

Sass Jahani- Managing Director, ABS

"Pharos remains far ahead of its competitors in the way it handles automation"



Advanced Broadcast Services

Why Pharos?

"We have used the Pharos system successfully since 1998, expanding our channel count gradually in line with increasing business. Pharos now control a combination of video servers and a Sony Flexicart digital video cassette ingest system plus a massive Sony PetaSite near-online data tape store."

Sass Jahani - ABS Managing Director

"Pharos and Sony have provided an impressively high standard of post-sales support over the past eight years and we are particularly pleased now to have Sony as a client."

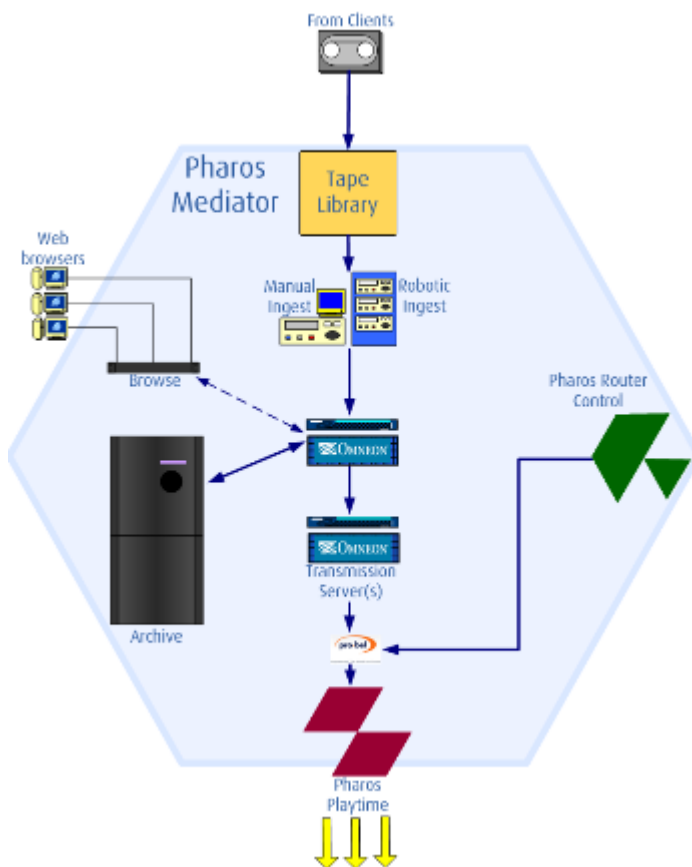
Sass Jahani - ABS Managing Director

"We have expanded our investment in Pharos to a total of 32 channels from its original six. Mediator's inherent control flexibility allowed the additional channel to be installed, configured and commissioned without any interruption to our normal activity. The Pharos architecture controls and automates the whole process."

Rob Keith - ABS Operations Manager

Key Functionality of Mediator for ABS

- Tape Library management.
- Archive Management.
- Simplified ingest.
- Storage usage automatically managed.
- Browse available for all material.
- Management reporting from any stage of the process



This case study

PHDS 3003.02 ABS Mediator

Related information:

PHDS 3013 Mediator V3

PHDS 1001 Playtime

Pharos Communications Limited

83 London Street, Reading, Berkshire, RG1 4QA, UK

t: +44 (0) 118 950 2323 **f:** +44 (0) 118 950 2525 **w:** pharos.tv **e:** sales@pharos.tv