

Cinegy Brings Tapeless Workflow to Central Russia



Tatarstan Novyy Vek (TNV) is the sole local broadcaster in the Republic of Tatarstan and is not only a main source of news and entertainment for the republic's more than 3 million people, it is also a popular feature of satellite packages throughout the Russian Federation providing the only programming in the Tatar language. TNV, which began broadcasting in 2002, is also seen in several nearby countries, including Kazakhstan, Finland, Turkey, Czech Republic, Latvia, Lithuania and Estonia.

Challenge

In 2006, TNV, seeking to grow its operations, create more original content and make better use of its media assets, began an ambitious project to upgrade its production and broadcasting workflow to one based on the latest file-based technologies

The new workflow needed to encompass every phase of media production, have a flexible, open architecture that make it easily adaptable to further growth and changes in production requirements, and compatible with the broadcaster's existing non-linear editing systems and other technology. Naturally, it also had to fit within TNV's budget limitations.

Solution

After an extensive review of workflow solutions and visits to broadcasters in Europe and Asia using file-based technologies, TNV selected **cinegy workflow** as the basis of its new production and broadcast system. Moscow-based systems integration DNK Corporation installed the new workflow, which covered everything from media ingest through to broadcast payout.

TNV's **cinegy workflow** installation includes 15 seats of **cinegy media desktop**, two **cinegy ingest** SD workstations and two **cinegy air** SD workstations. TNV has tested and accepted **cinegy cinebridge** as the powerful integration tool between **cinegy workflow** and 15 existing third-party non-linear editing systems, which will allow editors to collaborate fluidly with producers and other staff.

“Today, all short-form broadcast media including commercials, promos, titles and segments are digitized via cinegy workflow.”

Sergey Petrov, Broadcast and technology director

Success

TNV now has a smooth flowing, file based workflow that incorporates the entire production process. Media from VTRs, DVDs and file sources are ingested via **cinegy ingest** and stored on a networked disk array where it is immediately available to the various third-party editing systems for content creation. Program scheduling and commercial insertion is performed via a Traffic-2 system and then exported to **cinegy air** which automates the execution of the playlists.

Integration between Cinegy and the third-party system workstations is facilitated by a virtual AVI codec module developed by Cinegy. “The module allows for the quick export of material of any duration, including finished projects with subtitles, effects and voice-overs,” comments Sergey Petrov, “There is no need to copy source audio or video from the network to the local disc. The virtual file includes references to all of the metadata and the original files on the network. Because the system only reads the portion of the file it needs, demands on local resources are minimized.”

Cinegy is currently working with Matrix Engineering and a pair of Russian news channels to develop a customized news layout module for TNV. The module will enable TNV to be able to acquire news feeds and individual news stories more quickly and get them on the air in a timelier manner. By automating many news acquisition and broadcast processes, and by making it possible to TNV staff to review and edit content from their desktops, Cinegy technology will also help save on operational costs.



Broadcast automation with **cinegy air control** at TNV