

# Russia wakes up with Cinegy on “Good Morning”



The most known TV brand in Russian television, Channel One offers a diverse mix of programming including news and documentaries, talk shows, feature film presentations, game shows and sports. Since 1986 Channel One's breakfast show, “Good Morning” has been helping people start their day with four hours of news and stories from all spheres of life, mixing live interviews in the studio from the most famous artists, athletes, scientists and politicians of the current day. With several decades of television viewing, by a broad audience – ranging from teenagers to pensioners – the “Good Morning” show represents an important slice of Russian television history.



## Challenge

The “Good Morning” archive represented the story of a country for the past few decades, but there was a problem - it was all recorded and being stored on tape.

The older the tape, the more valuable its content was becoming, but also more vulnerable to the limitations of a physical tape archive. Something had to be done to safeguard these priceless programs, these snippets of history.

In 2008 “Good Morning” decided it was time to transfer their highly valued video archive from Betacam SP and IMX into digital storage archive, so it could be preserved for the future.

## Solution

The priorities for “Good Morning” were scalability, reliability and an affordable price. Cinegy offered the right technology at the right price and so the project began. The “Good Morning” archive was transferred to a digital Cinegy Archive, ensuring the conservation of the tape content, not just the one version, but up to four copies of the material in various formats. With the transfer to a new digital storage system, the “Good Morning” material is not just protected; it is now an active archive with all material always at hand. Using low resolution copies on a regular Fast-Ethernet network, journalists, editors, and archivists can access and work with material quickly and easily using Cinegy's flexible metadata and logging tools, along with automatic and manual scene selection and high powered search functionality.

Cinegy Ingest is used to capture the material into the “Good Morning” archive. They have several SDI ingest stations for both manual and automatic ingest, as well as another workstation for ingesting material from files, and two workstations for capturing from IEEE1394. Additionally they have automatic scheduled recording from APTN (Associated Press Television News).

A few seconds after ingest, the material becomes available for adding metadata, cataloging, viewing and editing. This instant access to the material enables a highly collaborative workflow. The journalist can view the material and begin writing; the editor can prepare the plot, while the producer can oversee the entire process from his office by connecting to the overview of an evolving project.

**“Cinegy has allowed Good Morning to make a complete transition to a tapeless archive from Betacam SP and Sony IMX tapes, enabling search via keywords and other parameters, creating significant savings on time and costs”**

Andrey Artamonov, Technical Director at Good Morning (Channel One).

## Success

One year on, in 2009, after the success of implementing the digital archive, the Cinegy system was expanded through the acquisition of ten additional licenses for the universal Cinegy Desktop client. The built in desktop tool enables the rapid creation of simple stories and rough cut editing as well as more advanced craft editing.

To keep options open Cinegy also allows for integration with third-party software, including Avid's editing system, Media Composer. With this seamless integration a project can be started in Cinegy and then finished in Avid. Through this integration, the “Good Morning” team eliminated the need for expensive retraining of highly qualified personnel. Impressive time savings were also achieved, with all rough cut editing being performed in Cinegy, rather than dedicated craft edit suites.

Today the total storage space for “Good Morning” is 90 TB. Thanks to Cinegy technology, it is easy to expand as needed by adding more disk arrays, or to replace obsolete disks in order to stay at the forefront of modern developments. The Cinegy system at “Good Morning” now includes the Cinegy Archive along with 20 Cinegy Desktop connections (three used as DV/1394 ingest stations), with five dedicated Cinegy Ingest workstations. The next step for “Good Morning” will be implementing Cinegy Air for playout and broadcast automation, followed by a switch to high definition and eventually, totally eliminating tapes in workflow and production.



Editing “Good Morning” in Cinegy Desktop