

# Turkey's Dogan TV Leads the Way in IT-Based Television With Cinegy Workflow



Dogan Yayin Holding is Turkey's leading commercial broadcaster, operating 65 television channels that reach a daily audience of more than 20 million, as well as a production company and a national news agency. It also occupies a front line position in the rapidly growing revolution in IT-based television.

Dogan's Istanbul-based broadcast center employs Cinegy Workflow as the backbone of the largest and most sophisticated IT-based production center in Europe, comprising more than 500 concurrent production and editing systems, serving more than 1000 registered users. Its Cinegy Archive currently holds more than 200,000 hours of archived media. Nearly 1000 hours of new media is ingested and more than 3000 edited sequences are produced every day.

## Challenge

It was a much different story just a few years ago. In 2003, Dogan's television operations consisted of four channels, while its production unit included a handful of traditional linear, tape-based off-line and on-line editing suites. Even operating 24-hours a day, the editorial staff had trouble keeping up with competing demands of the company's news, entertainment and sports departments.

With ambitious plans to expand, Dogan faced a dilemma. Simply adding to its existing, tape-based workflow would be costly, difficult to implement and do little to resolve its production and media management bottlenecks.

The alternative was to build an entirely tapeless broadcasting process by embracing Cinegy Workflow.

## Solution

"Commercial television stations are difficult to build and manage," says Hakan Tumer, Head of Technology for Dogan TV. "I couldn't imagine trying to fulfill our expansion plans with VTRs, switchers and monitors everywhere. The space issue alone would have been impossible."

Dogan initially implemented Cinegy Archive as a replacement to an existing tape-based archive that at the time included 80,000 hours of movies, television shows, news, sports, commercials and promos.

It later added Cinegy Air for automated playout and replaced its traditional editing systems with Cinegy Desktop clients. The current implementation also includes Cinegy Air News, for newsroom automation, Cinegy eXtreme for post-production, finishing and effects, and Cinegy Cineweb, a portal interface for remote search and retrieval.

Dogan are also adopting Cinegy's innovative infrastructure range of products which include Cinegy Gateway, Cinegy Monitor and Cinegy Route.

**"It is impossible to compare what we had before to what we have now. Cinegy Workflow is completely integrated, the workflow is much better and operationally it is very easy to use. The cost benefits are tremendous."**

Hasan Kiragi, Director of Broadcast Operations

## Success

Cinegy Workflow offers many advantages over tape-based workflows. Media assets are immediately accessible to all registered users directly from their desktops, leading to a more collaborative and more efficient production environment. "The efficiency of Cinegy Workflow begins at the ingest point as any user with the proper rights can access and edit raw material," he says. "Similarly, playout operators can do their job right from their desktops. They simply request an asset from the library. Everything from A to Z—ingest, editing, archiving, and playing out to air—can all be done from the desktop."

Because Cinegy Workflow is modular, expansion is easy and low cost. "With just three computers, we can build a new television station," asserts Tumer. He noted that Cinegy Workflow allowed Dogan to expand from 4 stations to 30 in just two years and that it has more than doubled that number since. Moreover, because it is based on commodity PC hardware Cinegy Workflow is essentially future-proof, easily adapting to emerging technologies.

Most impressive of all is the impact Cinegy Workflow has had on Dogan's bottom line. "It has cut our operational budget in half and reduced our capital expenditures," Tumer concludes. "We have realized gains in operational efficiency and financial gains. The two go hand in hand."



Cinegy Workflow in use at Dogan TV in their multi-channel playout room