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Setanta Sports uses Pebble Beach automation for new London playout operation

Pebble Beach Systems has been awarded a contract to supply its entry-level Anemone automation system for Setanta Sports' new London playout operation. The systems integrator for the project is TSL.

The London site is the latest addition to the Irish broadcaster's in-house facilities alongside operations already established in Dublin and Glasgow. The new facility will be based at Input Media's Production Centre in Shepherds Bush, West London.

The new London set up saw the successful launch of the new Setanta Golf Channel on Monday January 8th using a three-channel playout system that has been installed there. This 24-hour specialist channel follows Setanta Sports recent acquisition of rights to broadcast the US PGA Tour over the next five years. The new facility will also extend the scheduling of the network's popular Setanta Sports 1 which will transmit live English Premier League football matches and the already popular Setanta 2.

Pebble Beach's Anemone will control ingest and playout from Omneon Video Servers and Miranda Imagestores for graphics and channel branding. Avid editors are used for post production and media is delivered electronically to the Omneon Servers for playout once editing is completed.

"We assessed a number of different vendors before choosing Pebble Beach Systems. They were able to deliver the level of flexibility we required for the operation at the most cost efficient price," explained Richard Sweeny, Chief Operating Officer, Setanta Sports UK. "In addition, TSL has used Pebble Beach products in the past and recommended them to us."

"Pebble Beach automation has been chosen by some major broadcast organisations and this is a testament to the flexibility and scalability of our products," commented Tom Gittins, Sales Director, Pebble beach Systems. "We're delighted to begin the year with another important broadcaster choosing our automation solution."



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