



TVNZ goes tapeless with TSL

Maidenhead, England - TSL Systems Integration has completed a year-long migration to tapeless workflow for Television New Zealand (TVNZ), the country's largest media organisation.

In September 2009, TVNZ contracted TSL to design, procure and install a new file-based workflow and media asset management system at its broadcast facility in Auckland. Initial work on the project began almost immediately at TVNZ and TSL's Maidenhead design and testing facility.

The TSL-designed workflow and MAM system included technology from 16 major software suppliers, and hardware components from 14 different vendors.

According to TSL project manager Matt Phelps, who has been on site at TVNZ for more than a year, "The most challenging aspect of the project has been to integrate all of the workflows that were initially identified as requirements with those that emerged during the course of the project. It's important to understand that these transitions are often moving targets, with new workflow goals that become desirable once the system begins to take shape. Flexibility and a willingness to look at better processes and technologies are essential."

TVNZ's project director Tom McVeigh, said, "The impetus for this project actually began three years ago, which can make it easy to lose sight of the original goals, particularly as it's obvious that processes, workflows and technologies can change a great deal in the meantime. One aspect of my job was to work closely with TSL to manage TVNZ's expectations and authorise the flexibility that was required to not only meet the original goals, but in many cases surpass them with new and better methods and practices as the project progressed.

"The past year of actual hands-on implementation has been intense, but the performance of everyone involved has resulted in a world-class system in which we can all take pride."

TVNZ is New Zealand's biggest free-to-air broadcaster and is also the nation's television public broadcaster.