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## **BUSINESS : NEW CONTRACTS**

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### **TSL & ESPN Star Sports Score "Home Run" In Singapore**

**TSL** has been awarded a major contract for a large scale digital production "tapeless" project by ESPN STAR Sports (ESS), Asia's leading sports broadcaster.

ESPN STAR Sports, a joint venture between ESPN Inc. owned by Walt Disney and STAR owned by News Corporation, broadcasts 13 multi-language channels to over 26 countries.

The project, codenamed Home Run by ESS and TSL after the popular baseball term, will see ESS's existing tape-based sports and news production systems replaced with a new file based facility. Home Run will allow ESS to maximise production efficiencies by allowing more versions of programmes to be produced for existing channels, new channels and other new technology revenue streams including mobile and broadband.

This further cooperation between ESS and TSL on Home Run follows a successful relationship that dates back to the broadcaster's transmission playout revamp two years ago. Since completion of that project, TSL has continued to work with ESS as consultant to help define the specification of the new project, select appropriate technology, establish a realistic budget and advise on integration with the other existing broadcast systems at ESS.

The Home Run platform will be based around an OmniBus OPUS News & Sports Logging system which will integrate with the existing transmission systems and a new digital archive system. The nearline storage system comprises a 2000-hour cache using Omneon's new MediaGrid with four additional Omneon Spectrum media server clusters to provide around 50 video ports. The system will run at 50Mbps DVC Pro using QuickTime throughout.

Live logging of feeds will be provided by Omnibus Opus and Browse Editing will be provided by Omnibus HeadLine featuring up to 8 channels of audio to streamline multi language production. Browse technology will be provided by IPV using the latest generation Soyuz encoders and the new X Code module. Online editing and audio post production will be provided by 25 Apple Creative Studio systems comprising the latest version of Final Cut Pro running directly on the MediaGrid to offer large scale edit in place workflow.

"Our previous relationship with TSL was a huge success and since that time TSL has continued to offer expert advice and support with regards the Home Run project. TSL has delivered on all of its promises and is a very professional outfit. I am really looking forward to seeing the Homerun system up and running and for ESPN STAR Sports to be able to reap the operational and business benefits as the system rolls out," commented Tom McVeigh, Senior VP Operations & Technology, ESPN STAR Sports.

Russell Grute, TSL's Head of Sales, added, "Home Run is a very significant and complex project that will completely transform the day-to-day workflow of the ESS facility. The new file based system is our latest "tapeless" production project and will allow far greater content management for new and existing channels to allow ESS to expand its programming. The system comprises much new technology from all the key vendors and will offer a very streamlined workflow for the complicated live sports and multi-language programming that ESS requires.

Based in Singapore, ESS serves the whole of the South East Asian market. Its content includes international coverage of numerous sports from the English Premier Football League, the World Series and NBA, to regional coverage including the San Miguel Asian 9-Ball Pool Championship.

**Weblinks:** <http://www.tsl.co.uk>.