

TV Bay
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QVC chooses Quantel for new venture in Italy

QVC has placed an order with Quantel for the supply of an Enterprise sQ server system to provide a totally integrated production and playout environment for its brand new Italian subsidiary in Milan.

The Enterprise sQ system will form the backbone

of QVC Italy's production and playout operation, fully integrated with QVC's in-house 'QSAAM' scheduling, automation and asset management solution produced in Japan. System integration is being handled by TSL, who will be prefabricating and testing the entire system at its UK headquarters before shipping to Italy ready to go on air in October this year.

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