



David Phillips: "One of the most modern and intuitive facilities in the world"

TSL builds new studios for QVC

By Adrian Pennington

TSL has completed the design, build and installation of a broadcast system for multimedia retailer QVC's service to Italy. Based in Milan, and launching this month, QVC Italy's new HD broadcast facility includes two identical live control rooms and four live studio floors, totalling more than 950sqm, plus one of the largest studio-based moving track lighting grid systems installed anywhere in the world.

At IBC TSL Managing Director David Phillips said, "It is not an empty claim to say that this new facility is one of the most modern, functional and highly intuitive in the world. The project was divided into nine areas, three of which were due for July handover with the other six due for September. Instead, we handed over seven areas — all of which QVC accepted — in July. The remaining two areas were also delivered ahead of schedule."

In addition to two ancillary HD studios and edit suites for additional production work — and a Pro Tools audio suite with VO booth, live and preparation graphics areas — the QVC facility makes extensive use of TSL's Tallyman system. QVC Italy, a subsidiary of Liberty Media Corporation, plans to broadcast live 17 hours a day on digital terrestrial with an aim to reach 17 million homes. The network is also slated to go air on satellite via Sky Italia.

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