



## **TSL ANNOUNCES MAJOR WORKFLOW AND MAM CONTRACT WITH TELEVISION NEW ZEALAND**

TSL宣布重要工作流 与新西兰电视台达成协议

IBC 2009, 11-15 September, Stand: 10.B41: Broadcast facility systems integration leader TSL today announced that it has signed a major agreement with Television New Zealand (TVNZ) to design, procure and install a new file-based workflow and media asset management system at TVNZ's broadcast facilities in Auckland.

The project commences immediately and involves working closely with third-party suppliers to provide the rapid transition of TVNZ's existing facilities to a comprehensive, multi-disciplinary, file-based broadcast system.

TVNZ Head of Broadcast Services Helen Clifton said the company's "Inspiring New Zealanders on every screen" strategy, launched in late 2006, necessitated the company becoming fully digitised so that content could be ingested once and then played out on multiple devices. It has required a multi-million dollar capital investment programme planned over a number of years.

Clifton added, "This agreement is the latest step in our journey to become fully digitised. Following an extensive review of the technical infrastructure required to accelerate our move to a fully digital broadcast operation, we have embarked on a major infrastructure transition programme. Because of the multiple platforms we are now required to address, it is essential to move to a modern file-based workflow and asset management system that can deliver the efficiencies required in this new environment. We believe TSL's expertise will ensure the successful delivery of this complex integration project on time and on budget, that will allow us to transform our work practices and workflows throughout TVNZ."

The TSL-designed system includes technology from Vizrt, Harris Broadcast, Snell, Omneon, Miranda and Axon amongst others, all of which were subject to rigorous review by TVNZ and TSL. The ability to interface with, and migrate from, legacy equipment is also a significant aspect of the overall transformation.

TSL Managing Director David Phillips said, "TVNZ is a leader in the Asia-Pacific region and as such has very exacting standards and extremely well-described requirements for their broadcast operations. What makes this project different than most is that we have also assumed the role of risk manager, which is a significant step-change to the traditional responsibilities of a systems integrator and one that we welcome and relish. This approach enables the client to focus its resources on day-to-day operations while the systems integrator assumes full responsibility for any potential liability in the transition to a new way of working. This is of significant benefit to the client and one in which we are more than happy to take a leadership role."

TVNZ is New Zealand's commercially run national broadcaster and largest media organisation. It has TV ONE and TV2 and advertising free TVNZ 6 and TVNZ 7 on the Freeview digital platform, as well as TVNZ ondemand and tvnz.co.nz. The company also runs the TVNZ Pacific Service, which broadcasts 11 hours a week of content to 18 Pacific nations.

Phillips adds, "It is important to point out that while we are delighted to take on dual systems integration and risk management roles, it is nevertheless a collaborative effort with third-party suppliers in whom we have placed our confidence and trust. We look forward to working together to provide TVNZ with a comprehensive system that will be a benchmark for the region if not the world."

The entire project, expected to be complete in Q4 of 2010, is already underway with TSL's team, headed by Project Manager Matt Phelps, on-site in Auckland.