



Broadening Programming Reach New York Racing Association (NYRA)

Millions of people attend the live races at New York Racing Association (NYRA) tracks, which include the three largest racetracks in New York: Aqueduct, Belmont Park and Saratoga. Millions more watch and wager on NYRA races through the Internet-based NYRA Rewards wagering platform, Off Track Betting (“OTB”) shops and inter-track simulcast facilities, with the average daily handle on NYRA races totaling more than \$10.9 million.

Racing rotates seasonally across the three race tracks, with 250 live NYRA races taking place each year. To improve efficiencies in delivering live coverage to racing fans and to better monetize this content through post-race video sales, the NYRA undertook a complete overhaul of its mobile production and broadcast infrastructure. The new build-out includes two state-of-the-art mobile production units that rotate from track to track in support of the racing schedule.

The Challenge

In developing plans for the new production units, the NYRA wanted a design that combined the best of broadcast technology with a sophisticated graphics environment – one in which the provision of near-realtime data-driven graphics, such as handicapping information, is paramount. In addition to modernizing its infrastructure, the NYRA also wanted to capitalize on the demand and potential for repurposing its content. The NYRA library goes back more than 30 years and contains more than 11,000 videotapes. This highly valuable historical footage could be packaged to create highlights and replays for network distribution and DVD sales to owners and trainers.

To extend the commercial value and attract sports enthusiasts to the racing venues the NYRA’s production units are at work even on “dark” days with no races running at the park. A complete teleport system enables the satellite downlink of as many as 25 live feeds from other horse racing venues, which are played out via an RF distribution system to as many as 1,200 TVs and LCD panels within the race track facility.

The Solution Implemented

The NYRA introduced new production workflows and adapted conventional sports broadcast workflows to address the unique demands of race coverage at the track. Each of the NYRA’s HD-ready mobile units have at their heart an Omneon Spectrum™ media server providing eight real-time SDI ingest channels from multiple cameras and switched programming, and eight playout channels for racing coverage and commercials. The Spectrum servers are also used for slow-motion playback and for “replays” of each race to track monitors and to satellite feeds immediately after the race. Recorded material is transferred from the Spectrum systems to an Omneon MediaGrid™ active storage system — which provides 3,900 hours of storage for DV25 content — and supports editing, packaging and repurposing of the live and archive



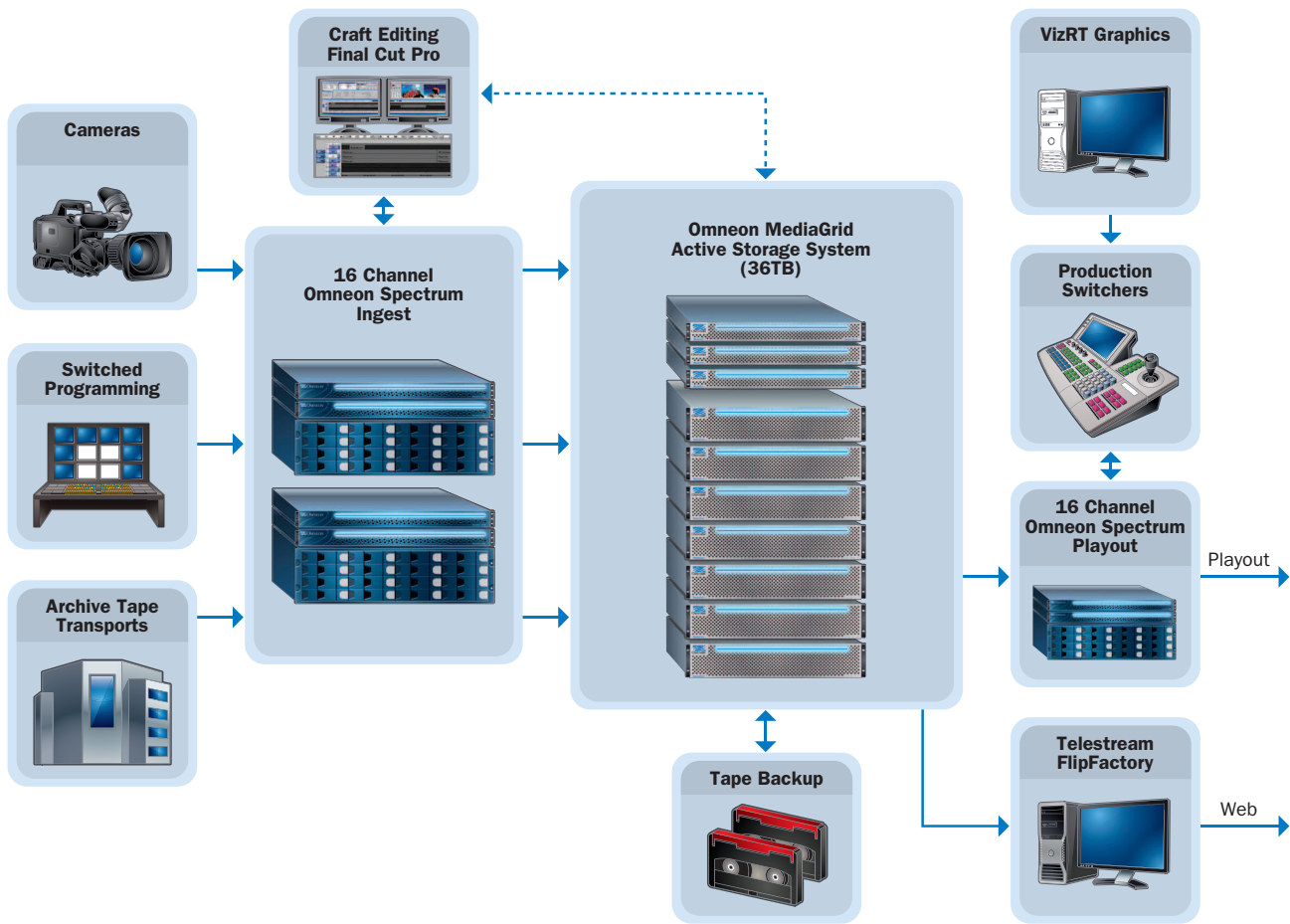
SOLUTION AT A GLANCE

The NYRA operates three separate horse racing venues in the New York market. Requiring a highly mobile yet state-of-the-art production environment to deliver real-time recording and transmission of races to venues and betting locations across the U.S., the company developed two production vehicles to capture, produce, and deliver live and packaged content from each venue.

- 3696 TB Omneon MediaGrid active storage system
- Two Omneon Spectrum media servers, each with 8 ingest and 8 playout ports
- Recording capacity for up to 3,900 hours of DV25 content
- VizRT real-time graphics system
- Final Cut Pro editing station
- Telestream FlipFactory

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■ CASE STUDY



NYRA Mobile Production Workflow

content. Programming content is fed live via satellite to Las Vegas and other off-track betting locations in North America, South America and the Caribbean. To provide real-time graphics to the production, a VizRT graphics system has replaced the five computers formerly used to provide handicapping data. Information such as current odds and the dollars being placed in each pool for each horse come in on multiple data streams and are consolidated for on-screen delivery, now with the flexibility to handle late scratches and other changes.

To extend the commercial value and attract enthusiasts to the racing venues, the NYRA production units are at work even on “dark” days with no races running at the park. A complete teleport system enables the satellite downlink of as many as 25 live feeds from other venues, including race tracks and NFL games, which are played out via an RF distribution system to as many as 1,200 TVs and LCD panels within race track and OTB facilities.

The NYRA’s archive content is ingested into the Omneon Spectrum media server as needed via an ingest station configured for UMatric, Beta, BetaSP and DVCPro stock. A Final Cut Pro editor accesses shared production storage on Omneon MediaGrid eliminating the need for local direct attached storage on the edit stations and reducing the time taken to transfer content from one storage device to another. This has the direct benefit that highlight packages are produced and distributed faster than was previously possible. All of this valuable content is backed up from the Spectrum and MediaGrid systems onto tape at the Aqueduct data center.

The Result

The Omneon Spectrum and MediaGrid systems have been in use by the NYRA since May 1, 2008, and as of February 2009 had successfully recorded more than 1,000 hours of racing. Building on this success, NYRA plans to capture and broadcast in HD in the near future. Both production trucks are HD-ready, and the NYRA already has four HD cameras in house. To further extend the reach of the NYRA content, another system is under development to repurpose content for the NYRA Web site.

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