

# CNBC Pakistan



## The Challenge

Owned by Vision Network Television Limited, a Pakistani company, CNBC Pakistan broadcasts from state-of-the-art studios and production facilities in Karachi, Lahore and Islamabad. The newly launched broadcaster transmits live programming in both Urdu and English from a Pakistani perspective 24 hours a day, seven days a week.

CNBC Pakistan relies on the global resources of the CNBC network, delivering continuous flow of relevant engaging news from all of the Pakistani markets and from business centers around the world. As the new channel was developed, a primary goal was to make its facilities as cost-effective as possible while also allowing for future expansion with a minimum of interference.

To keep the infrastructure at its Karachi facility simple, CNBC Pakistan sought a single media server that could provide news production storage, news playout and round-the-clock program playout in two languages. The broadcaster demanded that the news production system be inexpensive and easy to use. Furthermore, the automation system needed to offer news playout control as well as overall station automation.

## The Solution Implemented

CNBC Pakistan chose U.K.-based systems integrator Television Systems Limited (TSL) to design and build a complete regional broadcast facility in Karachi. According to Lionel Matthews, proposals manager for TSL, the choice of server for the project was an easy one, although a number of manufacturers were discussed in the early planning stages.

“The Omneon Spectrum media server met all the technical and budgetary requirements of this project, and it was known to be the market leader for playout servers,” said Matthews. “The customer was very happy with that choice.”

Aside from cost were three other key criteria: scalability, reliability in terms of component resiliency and fault tolerance, and integration with Final Cut Pro. Omneon has built its reputation on meeting all of these criteria, and the resulting installation includes a single Spectrum media server to handle ingest, playout and production storage. The broadcast operations department chose DV25 – one of many compression formats that the Omneon Spectrum supports – as its video compression format.

The Omneon server system stores video and audio clips in the QuickTime file format, which allows for real-time streaming to CNBC Pakistan’s Apple Final Cut Pro editing application. The Omneon media server appears as a network drive to the Final Cut Pro editor, providing edit-in-place capability through which each Final Cut Pro workstation within the collaborative editing environment can play any clip on the Omneon file system at any given time. As a result, CNBC Pakistan can undertake flexible production without wasting local storage for redundant file storage. By maintaining all media in one place from ingest through production and playout, CNBC Pakistan also eliminates the need for costly archive management applications and procedures.

Like dozens of installations worldwide, the Omneon system is tightly integrated with an automation system from Pebble Beach Systems. This installation required some special features, and Pebble Beach took every measure to make sure its multichannel Neptune automation system operated exactly as CNBC specified. Like the Omneon media server, the Pebble Beach automation system is designed to allow for easy expansion, so the two together provide a highly scalable platform for the broadcaster’s future growth.

## › SOLUTION AT A GLANCE

CNBC Pakistan broadcasts live programming in both Urdu and English from a Pakistani perspective 24 hours a day. The facilities were developed with the goal of being as cost-effective as possible, while allowing for easy expansion. In addition to cost; scalability, reliability and integration with Final Cut Pro were critical. The Omneon Spectrum system is the perfect fit, serving as central storage in a collaborative Final Cut Pro news environment, and supporting round-the-clock program playout under control of Pebble Beach automation. Like the Spectrum, Pebble Beach automation is designed to allow easy expansion, so the two together provide a highly-scalable platform for the broadcaster’s future growth.

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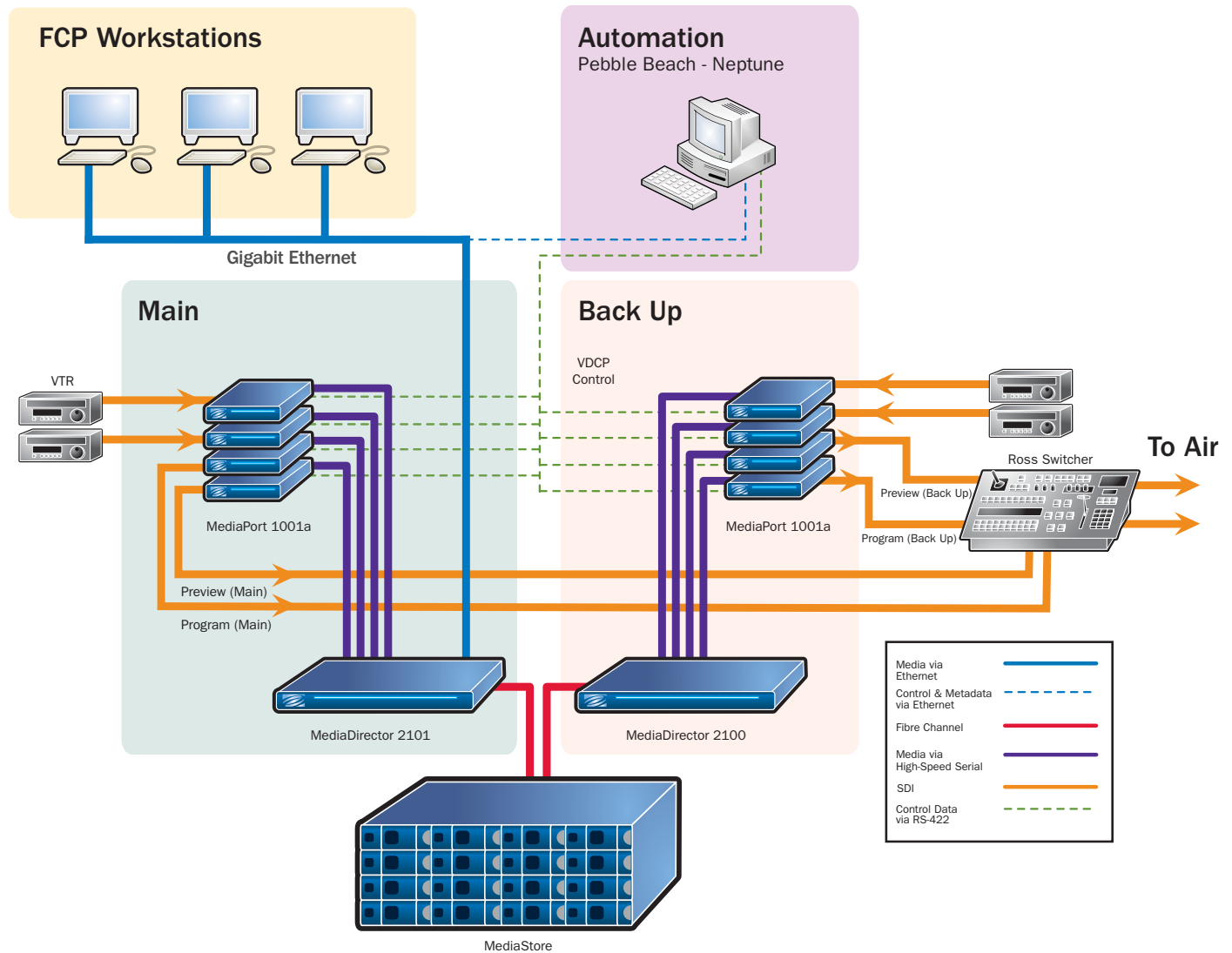
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## > SUCCESS STORY

TSL integrated and tested these systems at the company's U.K. facility before shipping and installing the systems at CNBC Pakistan's Karachi facility. Along with the

Omneon and Pebble Beach system, TSL integrated Sony VTRs and cameras, an NVision router and Ross switchers into the new ingest, storage and transmission

infrastructure. In addition to establishing the broadcaster's operational workflow, TSL oversaw training of personnel and fine-tuning of the completed installation.



*The workflow model implemented at CNBC Pakistan provides a highly-efficient and cost-effective solution for start-up and established broadcasters alike. A single media server provides a central storage platform for ingest, production and playout. The Omneon Spectrum media server is well suited to this application, as the unique modularity of the system allows components to be added or removed without taking the system off air.*

## The Result

CNBC Pakistan required a simple and cost-effective – yet flexible and scalable – solution for its new broadcast operations. The Omneon Spectrum provided a perfect fit, serving as storage for news production and supporting both news playout and round-the-clock program playout. The integration and installation was smooth, requiring little additional work by TSL and system vendors.

“We had very few issues with the suppliers or technology in this system,” notes David Gunn, project manager for TSL. “In fact, we over-budgeted for the amount of on-site support required. The Omneon server was up and running very quickly, performing so well that the best way to describe it is ‘invisible.’ Obviously, with the blue lights on, you do notice it as you walk past, but the server just sits in that rack and does its job, never causing any issues.”

TSL's Shaw, too, was impressed by the Omneon Spectrum's consistent and reliable performance. Twice he saw the system's power killed, and twice the Omneon server simply started up again and carried on, demonstrating the system's robustness.

With tightly integrated storage/playout, automation and editing systems, CNBC Pakistan is equipped with the technology to provide continuous multilingual broadcasts to Pakistani markets. And while CNBC currently has no plans to expand its Omneon server system, the ability to do so in the future was a critical factor in its selection. The broadcaster now has a server-based infrastructure and workflow that will simplify additional growth of the operations at the Karachi facility when the time comes.



*CNBC Pakistan's New Facility*

## Pebble Beach Automation

Pebble Beach Systems supplied a multi-channel Neptune automation system to CNBC Pakistan to control their fast-paced news channel. The news programming relies on two alternating news studios, a multi-channel Omneon media server, Sony VTRs and a Ross switcher. Pebble Beach news playout control is closely linked to CNBC Pakistan's ENPS newsroom system. The same Neptune system controls the main station playout.

The Pebble Beach newsroom interface allows for rundowns to be imported instantly from ENPS using the MOS protocol. Neptune supports dynamic updates so that any subsequent modifications, such as reordering of stories, are automatically reflected in the Pebble Beach playlist. Place markers can be set at the newsroom clients and once material is produced by the editors and published to the Omneon media server, the Pebble Beach playlist is updated with the correct duration, and the media status is changed from “not ready” to “ready”. This information, as well as playout channel status such as cued, play, etc. is sent back to the ENPS system and displayed in the rundown. Journalists can monitor availability and playout from their ENPS clients.

To simplify the GUI for journalists who are familiar with the look and feel of ENPS, the Pebble Beach playlist has user-definable fields and extensive user configuration parameters. Journalists can select which columns to display and their position in the list, and can define column headings, state names, colors and fonts to match those of the ENPS clients. Pebble Beach also provides an Active-X database viewer which can be called from the ENPS clients to search for news items already recorded in the Pebble Beach database.

### Smart Scalability™: Redefining Flexibility

Many server systems claim to be flexible, but when the time comes to add storage or new channels, getting what you need more than likely means exchanging hardware rather than adding to it - an expensive and disruptive process. Omneon Spectrum media servers are designed with Smart Scalability ensuring that your investment is always protected. Virtually every function of the system is independently scalable so you're never locked into a system that doesn't fit your needs. Because of Smart Scalability your initial system configuration precisely matches your requirements, grows in smart manageable increments as your needs change and can easily be added to or modified as new data, audio and video formats become available. In many cases these upgrades and additions can be performed on your system without taking it off the air.

### An Open Platform for Today and Tomorrow

The Omneon Spectrum media server system leverages industry-standard formats and protocols to enable the broadest range of applications, giving broadcasters the freedom to choose best-of-breed applications for an end-to-end solution. With support for leading, well-known tools, operations staff can quickly begin to take advantage of a shared storage infrastructure. Departments can share files at the same time and deliver content directly from storage to the target applications without having to convert formats. For some applications media is manipulated directly on the server eliminating the need to move large content files over the network. The Omneon Spectrum media server's open platform approach protects investments even further by enabling broadcasters to easily add new services to an existing operation. Supporting both SD and HD broadcast formats enables broadcasters to deploy a media server for SD channels and add HD operations at any point in the future. HD channels can utilize an existing Omneon server and storage investment, eliminating duplicate storage costs and minimizing disruption to on-air operations. You want the most out of your investment with the least barriers and headaches - no other solution comes close.

### Rock Solid Reliability

Media servers are complex and incorporate a huge number of both moving and non-moving parts — all of which are susceptible to failure. The measure of reliability for a media server is not how rarely a component fails, but rather what happens to the overall system when a component does fail. Omneon Spectrum media server systems are designed specifically to eliminate all single points of potential failure. Omneon's built-in resiliency ensures that if a component fails for any reason, the overall system continues to function.

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