

## Dalet and Marquis at The Press Association

The national news agency for the United Kingdom and Ireland, fast-forwards its multimedia content production with a file-based, digital workflow to streamline video production.

Since its founding in 1868, The Press Association (PA) has earned a sterling reputation for providing fast, fair and accurate news information. Headquartered in London, the privately owned PA focuses heavily on stories impacting the UK, from politics and economics to the royal family and entertainment news. Every national regional daily newspaper, and many broadcasters, online publishers and commercial organizations subscribe to PA services. Over the years, the agency's 24/7 services have evolved to meet the changing needs of its customers by providing wire services, text, photos and video. Materials are delivered to traditional media operations as well as newer, digital content providers.

### the challenge

streamline video production from news gathering to on-line distribution

The Press Association wanted to improve productivity, particularly in the video production chain. They were experiencing a growing demand for video materials that would be used on many different platforms and in different formats, including broadcast, the web and mobile devices. The challenge was to introduce new tools that would improve digital production but also "play well" with other parts of the infrastructure. "We wanted a video newsroom solution which would streamline our editorial and production processes and which we could integrate with our other systems and services", explains Mr. Paul Berman, IT Development Director, at The Press Association.

### the solution

asset management combined with multi-format production and delivery

The Press Association selected the Dalet News Suite platform to produce and manage video packages which are distributed to affiliates via the PA Mediapoint web portal. Dalet News Suite is a turnkey production platform for MOS compliant newsrooms. It covers the whole ingest and production workflow: from tape and feed ingest, to shot selections and desktop editing. Because Dalet News Suite is based on core

Dalet media asset management technology, metadata is consistently tracked at all steps of the workflow. Staff can review material using Dalet Media Logger on their desktops, and edit any file with the Dalet Media Cutter desktop editor. Customizable status management facilitates the implementation of a consistent review cycle, guaranteeing that only approved material is delivered to customers. Because Dalet News Suite was specifically designed for journalists and linear editors, it's easy to learn and simple to master. The sophisticated architecture of Dalet News Suite allows many technical functions to be executed in the background, allowing journalists to concentrate on content without slowing down or interrupting the workflow.

### marquis

The combination of Marquis Medway and Dalet News Suite facilitates cross-platform content distribution.

The open architecture of Dalet News Suite allows for seamless integration with several third-party systems and applications at PA, including Marquis Medway which handles media transfers between the NetApp production storage and the EditShare storage systems. Dalet News Suite also provides a range of transcoding engines.

Press Association managers schedule coverage of upcoming events using Dalet News Suite planning tools. From the field, video journalists upload compressed video files to headquarters using the PA Video Hub, a customized store-and-forward application developed on Rhonet Universal Media Transcoding technology. The video packages and associated metadata are automatically imported into the Dalet Content Catalogue through a Dalet Media Gateway. Media can be annotated with additional information using Dalet Media Logger. All media are stored in NetApp centralized production storage where they are immediately accessible at Dalet workstations for searching, browsing, logging and editing. Some stories are edited using Dalet Media Cutter. Packages requiring craft editing are exported via Marquis Medway to an Avid workgroup which shares video files via EditShare storage. When editing is completed, final packages are moved back to the main

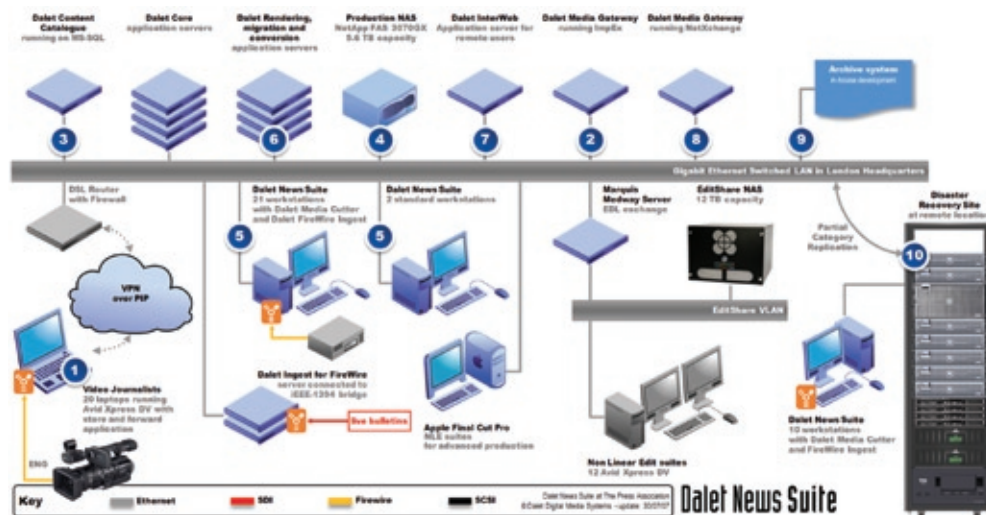


www.pressassociation.co.uk  
London, UK

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Mr. Paul Berman  
IT Development Director  
The Press Association

www.dalet.com



**workflow overview**

Video journalists in the field edit packages using their laptop (1) and upload finished packages back to headquarters using The PA Video Hub, a custom developed store-and-forward application. Packages and metadata are automatically imported by a Dalet Media Gateway (2) into the Dalet Content Catalogue (3). All media is stored on a production NAS (4) and immediately available to all Dalet workstations (5) for searching, browsing, logging, editing and integration in scripts and rundowns. Dalet Render and Conversion servers (6) render finished items off-line and generate proxy versions for browsing by remote users with Dalet InterWeb (7). Integration with Marquis Medway ensures that shot selections saved in the Dalet Clip-Bin are exported to an EditShare editing workgroup of Avid Xpress NLEs. Edited packages are moved back to the main production NAS (4) by Medway and Dalet Migration servers (3). Packages approved for distribution are automatically distributed to customers over FTP by a Dalet Media Gateway (8). Integration with an HSM system (9) ensures consistent near-line archiving. Replication over the WAN to a remote disaster recovery site (10) is automated.

NetApp production storage, referenced by Dalet News Suite and submitted for review. Finished items are rendered off-line by back-office Dalet Render servers; Dalet Conversion servers generate proxy versions for browsing by remote users. Once approved for distribution, video packages and associated audio bytes are automatically transferred by a Dalet Media Gateway to the PA Mediapoint website where affiliates can access and download materials for inclusion in their own web sites and channels. Dalet News Suite also sends finalized stories with key frame references to a near-line archive. Replication to a remote system is automated to ensure recovery in a disaster scenario.

**the benefits**

A unified production platform that facilitates multi-platform distribution

Dalet News Suite provides The Press Association with a unified platform to produce, organize and distribute its digital video content to meet the diverse needs of its multi-platform affiliates. The open architecture and flexibility of Dalet News Suite offers PA the content management and production tools to streamline the video production workflow in a manner that best suited the Press Association's environment. "We are impressed with Dalet asset management capabilities and the way in which we have been able to configure the system to meet our needs," says Mr. Berman. The seamless integrations between Dalet News Suite and Marquis Medway, NetApp and EditShare servers provide a steady, uninterrupted workflow for the fast-paced video production team. The asset management functions of Dalet News Suite add speed and accuracy to the workflow - from ingest through delivery to archiving. Journalists can instantly search and retrieve video assets from any Dalet workstation. And because burdensome transcoding and publishing functions are handled behind-the-scenes, journalists can focus attention on content rather than on repetitive tasks. Dalet News Suite helps The Press Association to deliver the latest news with its integrated production and delivery platform.

**infrastructure**

- ..... 33 Dalet workstations
- ..... Dell server infrastructure
- ..... NetApp FAS 3070 (10 TB)
- ..... Integration with Rhozet
- ..... Carbon Coder, Marquis Medway
- ..... and EditShare production network.