



## NBC Oasis - Case Study September 2007

The NBC Universal owned and operated TV stations believe in sharing. Topical news, consumer, health and lifestyle stories are shared among the O&O's to leverage the combined resources of the stations and enrich the newscasts of all. But with 26 stations in 20 markets producing news, the cost of sharing can be expensive. This is the challenge that led us to OASIS.

Before OASIS our typical inter-station story feed request involved anywhere from five to seven people. People to book the satellite window, to load the story on a server playback channel, to route the feed to the uplink, to route the incoming feed from downlink to server ingest channel and to record the feed. And too often a gap in communications would result in the feed window being missed, which meant booking yet another at additional cost. Also, since producers had no way of previewing the story it was requested, there was always the risk that after all this work and expense, the producer would decide not to use the story.

With OASIS, clips are automatically ingested directly from the playback server as files, along with script and other metadata from the newsroom system. Within minutes, users at all stations in the O&O group can view the clips and associated scripts via web browser and request the broadcast-quality versions of desired clips with just two clicks.

Broadcast-quality files are delivered via our wide area network (WAN), typically in about twice real time - i.e. a one-minute clip is delivered in about two minutes. (with planned upgrades to our WAN later this year, the delivery time will be reduced to about 30 seconds for a one-minute clip) When requested clips arrive, they are automatically delivered to shared storage accessible to the editors in a format they can immediately take to the timeline. There is no satellite window, no operator intervention to accomplish what in the past required several people. On an average day, OASIS delivers more than 250 broadcast-quality clips between NBCU O&O stations, avoiding about 20 hours of satellite transponder time.

OASIS also serves as a digital video archive, keeping four to six months worth of clips online in the local OASIS storage, where it's instantly available to users for export back to the news production/edit system. And with OASIS version 2.0 we have deployed a large storage cluster at our Universal City, California data center where we will keep all stations' clips online permanently, even after they have aged off the local storage. And there will be no more desperate searches for lost or borrowed archive tapes.

The benefit to users in terms of access to media and speed getting stories to air has been even bigger. OASIS has been a great addition to NBC's technical infrastructure.