

Bitcentral's Oasis Solution Multiplies Sharing Opportunities for Raycom Media Stations

Like virtually every ownership group, Raycom Media was looking for a solution that could increase news content without adding cost, and to be able to share material; particularly unique material that is timely, compelling and informative.

A regional operator, Raycom owns 35 stations in 17 states. In order to create operational efficiencies, the company typically buys stations in adjacent and regional markets to leverage business and operational efficiencies while focusing their attention on profitable small to mid-sized markets in the Southeast and Midwest US. Raycom stations excel at creating unique local content, and boast typically dominant news broadcasts in their markets. With a history of profitable, successful newscasts – along with escalating costs for non-local content – Raycom naturally looks for ways in which to efficiently expand their locally-produced products and marketshare.

Because of their close proximity, many of these stations theoretically could share locally generated stories with one other – thereby reducing each station's expenses and increasing the number of unique stories aired daily. But to realize these savings and multiply these content sharing opportunities, Raycom had to find a way to surmount a variety of hurdles.

The first obstacle related to the incompatibility of formats between stations. Although most of its stations already used Bitcentral's Precis digital solution, some were still tape-based and others used close-ended, proprietary systems.

Another impediment was the costly, time-consuming dub and feed process between stations that often made it too difficult and slow to share stories. Plus, some stations lacked satellite availability.

Still another communications hurdle centered around the use of Pathfire and Clip Mail, which uses a 'push' technology to inform and send intended audiences timely or newsworthy stories. Having to call the recipient(s), uploading the video asset onto the clip server and sending it to them decreases productivity and workflow efficiency, resulting in a decrease of ease and speed.



18872 Bardeen Ave.

Irvine, CA 92612

t: 800.214.2828

f: 949.253.9004

w: bitcentral.com

For an onsite or online demonstration of Bitcentral's truly revolutionary digital broadcast solutions, call **800.214.2828** or visit bitcentral.com today.

The challenges resulted in producers often having no idea that the material they wanted was already available from other sister stations.

With the installation of Bitcentral's Oasis content sharing solution, Raycom rectified all these challenges with a singular and unique solution.

Oasis archives each story with a directory of information, metadata and proxy video, so stations can easily locate and retrieve single or multiple broadcast-quality stories from any other participating station on a peer-to-peer basis.

Each Raycom station was delivered an Oasis server. At stations operating on Avid Unity systems, a second server was provided for transcoding. Oasis transcodes proprietary file formats and then archives all stories as non-proprietary MPEG-2 files. This format standardization allows all Raycom group stations to easily and instantly access and browse each other's unrestricted stories simultaneously via the Internet – anytime, anywhere.

Each station's Oasis server communicates with a cluster of servers hosted by Bitcentral. These secure, redundant servers host a directory of information for Raycom's media assets, and store metadata and proxy video that all stations can browse simultaneously. While browsing the directory, stations select single or multiple assets from single or multiple stations for retrieval on a peer-to-peer basis. This intrinsic functionality also eliminates the time consuming 'push' process of the Pathfire and Clip Mail system. Oasis allowed Raycom producers to make creative decisions in realtime because they are able to access proxy video footage, scripting and metadata instantly.

For added ease of operation, the system is integrated with most popular newsroom computer systems such as AP-ENPS and iNEWS. Integrated with Raycom's ENPS newsroom computer system, Oasis allowed producers to assign restrictions and embargoes within their existing ENPS workspace.

18872 Bardeen Ave.

Irvine, CA 92612

t: 800.214.2828

f: 949.253.9004

w: bitcentral.com

For an onsite or online demonstration of Bitcentral's truly revolutionary digital broadcast solutions, call **800.214.2828** or visit bitcentral.com today.