



Live on air: rbb Berlin ready for the future with Arvato Systems

After Arvato Systems and Qvest Media have already implemented the media asset management system VPMS at the Potsdam site, the Berlin-based rbb team is now able to enjoy the benefits of file-based, networked digital production.

Background Situation

The existing rbb MAM system was nearing the end of its life and needed to be updated. For this reason, the broadcaster sought for a technological reorientation: from a new studio, to the conversion from SD to HD and to numerous new workflows and software systems with an integrated video production system.

Vision

rbb wanted to implement a multi-site networked system which would allow fast access to content from all production workstations. Automated load balancing across two sites, ensuring redundancy and high performance across the system, was an important requirement.

At the same time, it was envisaged that VPMS components would carry out resource intensive processes site-specifically. This architecture was designed to ensure that users would be able to continue working, using the secondary site, during maintenance operations or in the case of component failure.



The Customer

- The Rundfunk Berlin-Brandenburg (rbb) is the local television broadcaster of Berlin and Brandenburg.
- The broadcaster operates out of two primary sites, as well as studios in Cottbus and Frankfurt/Oder and regional bureaux in Perleberg and Prenzlau.
- Along with the WDR, rbb holds responsibility for the ARD-Hauptstadtstudio (capital city studios) in Berlin.

Industry

- Media





Solution

Arvato Systems linked the central VPMS to new and existing production hardware and, using a range of powerful interfaces, integrated it with multiple heterogeneous third party systems including Avid Interplay, EVS Video server and Annova's OpenMedia. This included a wide range of video and audio formats as well as various production workflows. Load balancing, used for example in video transcoding, was implemented as desired by the customer.

Our Services

Production-related material arrives in VPMS via integrated third party systems. A web interface shows where content is stored and who has the rights to use it. Users have a transparent view of the current status of material at all times and are able to launch different concurrent processes. Even during ongoing production processes, they have access to raw and edited content as well as to ARD-wide archive content. Users view raw and archive material, selecting items that interest them and putting them into their 'basket': these items can then be sent on to the edit suites, broadcast playout or to managers. Completed packages and broadcasts are returned to VPMS to be archived.

Customer Benefits

Alongside OpenMedia, VPMS is creating a solid foundation for collaborative working within rbb and for sharing information with the broader ARD organization. Users assign video material from different broadcasters to the correct rundown. Using the VPMS web client, users can not only easily view, edit and manage files from all linked editorial and edit workstations but can also furnish it with relevant metadata. Journalists and craft editors all have access to material during ingest, which offers significant time benefits in the process of creating a report. Once material has been played out, the entire package is available to the Mediathek (publicly accessible archive). A VPMS interface provides access to material for rbb radio. This networked operation saves resources for the broadcaster and makes it easier for users to work with VPMS – users do not need to understand the physical distribution of servers to work with the system. Users can log in at any site and use the distributed system to access all available media assets.

Case Overview

Task

- Implementation of video production management system, VPMS
- Integration with third party systems including AmberFin, Interplay, EVS and OpenMedia

Technology

- Media Asset Management System VPMS

Result

- rbb produces reports faster than before, also publishing content to the Mediathek and sharing with radio. Thanks to the networked approach, staff can log in at any site and have access to all media assets.

You have questions, need information or a contact?
Get in touch with us.

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