



Application Note

Central Casting Creates Economies of Scale

March 2011

Snell's central casting technology allows broadcasters to future-proof operations with ultra efficient transmission infrastructure

In today's cost conscious broadcast business environment the mantra is faster, leaner, more efficient. The challenge facing broadcast media organizations of all kinds is how to squeeze the maximum productivity from the smallest infrastructure and still maintain reliable broadcast output.

With the spiralling operating costs, facility owners are looking for new, less expensive ways of doing business. One such approach is to co-locate facilities and personnel while serving the needs of several markets.

Staff costs are a big ticket item at a TV station. Central-casting can save 20 to 40 percent of total personnel costs by consolidating technical operations, traffic, accounting, promotion, programming and shipping/receiving. The challenge is to achieve the efficiencies that this business model offers without losing the identity of your channels.

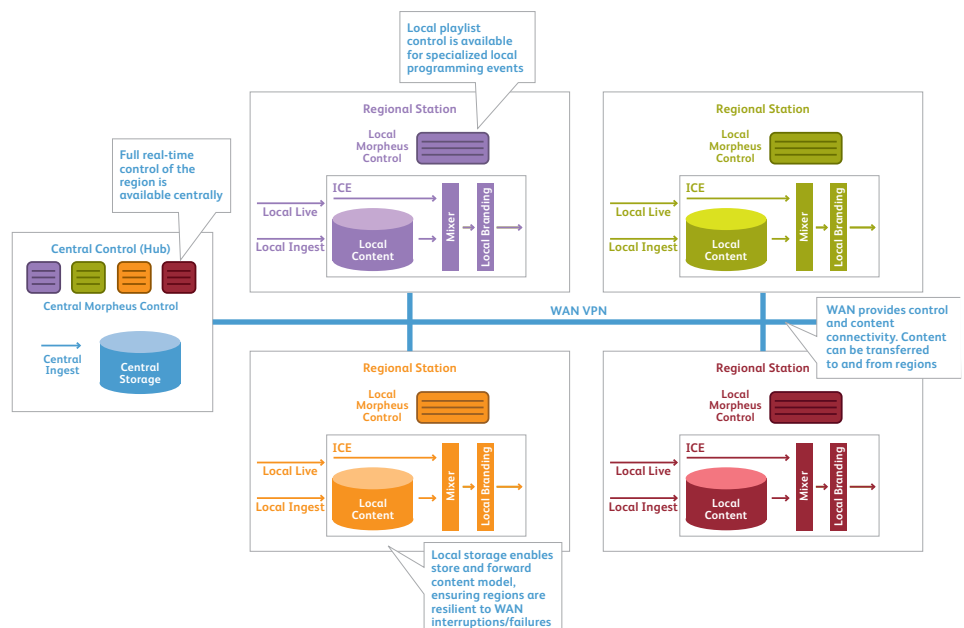
The secret to successful adoption of central casting business models is to select a technology partner that has the experience, knowledge and insight of your business and its drivers to be able to create

a central casting solution that meets your organization's specific business needs without compromising channel brand values.

Snell is at the leading edge of research and development in this area. Working with customers around the world, the company is developing inventive solutions that significantly increase efficiency within core broadcast operations.

Central Casting: A gateway to new age broadcast operations

Central Casting provides broadcast stations with significant operational efficiency. It offers a solid basis for significant cost reduction, increased system resilience (with fewer points for potential equipment failure) and a stable platform to launch new digital services.



Central casting



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The example diagram illustrates the efficient workflows capable between the Hub and multiple regional stations. The Hub provides the bulk of the ingest and storage for the sites as well as on-air playlist management and remote monitoring of the broadcasted signals. When new events (or schedules) are added to the playlist, ingested content is transferred to the regional stations.

At the regional stations, Snell's Morpheus ICE (Integrated Content Engine) stores all received Hub content as well as providing all live and branding mixing requirements for that market. The entire process at the station level is fully-automated, alleviating the need for local level intervention by staff.

If communication and functionality is compromised at the Hub, each station has the ability to "come alive" with local ingest and on-air playlist management available for stand-by operators.

Central casting provides media and broadcast organizations with significant operational efficiency. It offers a solid basis for significant cost reduction, increased system resilience and a stable platform to launch new digital services.