

Case Study

Danish Broadcaster, DR, Rationalizes News Production with Mosart, Morpheus and Kahuna Integration



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Automated news content creation with shortened deadlines helps DR break the news across many platforms.

The Customer

DR is Denmark's public service broadcaster with a heritage dating back to 1932 when it started life in radio. In 1958, DR started television test transmissions and within a short period of time it was broadcasting three hours of native programming each day.

More recently, in 2005, DR moved into a new headquarters, based in Ørestad just outside Copenhagen. The broadcaster has a network of regional radio studios and a TV production facility, based in Aarhus. The 180,000m² headquarters hosts seven TV studios and four film production studios.

Today, DR broadcasts six TV channels, comprising five standard- and one high-definition channel; plus 14 radio channels, of which 10 are DAB-based.

The Challenge

DR made the decision to upgrade its DR-Update news channel from a Web-television format to become a multi-platform programme, including terrestrial broadcasts with a live news update every 10 minutes. At the same time, DR wanted to create a workflow that could be operated by a maximum of two staff members.

The Snell Solution

To meet its workflow requirements, DR selected a production architecture that combines Snell's Morpheus automation system, together with Mosart and Newswire – a solution that enabled them to implement clipdata and metadata at the same time.

"We have a long track record of working very successfully with Snell products and solutions, so a solution that integrates a Snell vision mixer with Mosart and then adds Morpheus with its powerful control and scheduling software to govern transmission server playout was the right choice for us."



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DR is using the Mosart automation system to drive DR Update, an all-day television news channel distributed via satellite, terrestrial, and internet streaming. As a result of the decision, DR becomes the first broadcaster to use Mosart automation integrated with Snell's Morpheus platform.

DR uses Mosart with Morpheus to switch between DR Update's live news production and its alternate 20-minute looping sections, allowing the studio to work on new production while retaining the ability to simultaneously modify the loop being played out from continuity.

The integration of Mosart with Morpheus expands the system's capabilities by making Mosart as-run logs available to Morpheus, automatically transferring the news as-run between Mosart and Morpheus. This enables a flexible operation, including changes to story-itemized looping playlists running on Morpheus.

For news broadcasters, the integrated systems provide a secure means of managing the transition between live gallery production and looped segments in continuity. Support for Snell's Morpheus is a new feature of the current version of the Mosart automation system.

Mosart is designed to streamline newscast productions, enabling you to produce your flagship newscasts and other 24 hour news productions across all of your delivery platforms. Mosart can pull together scheduled or 'on-the-fly' story elements such as:

- Studio camera shots and positions
- DVE effects such as 2 box
- Packages
- Voiceovers
- Full screen graphics

- Direct audio control
- Upper and lower third supers
- Bumps
- Live external feeds
- Clips

Tight integration with leading newsroom computer systems (such as Newswire) and Mosart is achieved via a MOS gateway enabling creation of individual story elements and driving the devices that create the desired output. The director/producer has full control of the newscast with just a press of a button.

The graphical interface of Mosart provides easy and clear news rundowns and all story elements as well as countdown to the next story, ensuring a clean successful broadcast.

Offering breakthrough multi-format performance, Kahuna is the world's first production switcher to enable simultaneous standard and high definition operations in the same mainframe on the same control surface. By integrating Mosart with Kahuna, fully automated news productions become streamlined future-proof solutions.

Enabling close integration with a multitude of external equipment, flagship and general news programs are delivered consistently, on air, to the high standard required. Mosart allows for instant last second changes to the script to accommodate breaking news. It allows operators to work part or fully automated, with a team or as an individual.

"With this target, we needed to be certain that the programme's production facility was automatic with easy, intuitive control software," commented Rene Bøhm Jensen, Teknisk Projektleder at DR-TF-TU Produktionsteknik. "At the same time we required sophisticated functionality: we had the challenge of recording and playing back a loop with very limited time between record and playback."



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The Results:

The new production workflow was commissioned in February 2011. With a brand new production system, with automatic camera control, graphics, server playout and automatic audio and vision mixing it would be natural to expect a few teething problems. However, DR reports that the system has operated from day one with virtually no snags or glitches.

“Already, we can say that TV production using this system is more cost-effective and we have shorter deadlines,” affirms Rene Bøhm Jensen. “Before we had the Mosart system, whenever we were in a late breaking news situation, preparation time was a lot longer. We are very happy.”