

Case Study

PRIME TV Selects Snell Morpheus Automation for Vast Australian Multi-Channel Payout Operations



Leading Australian regional broadcaster places Morpheus at the heart of major new playout system.

The Customer

Owned by Prime Media Group Limited, PRIME TV is a leading Australian television network. PRIME's investment in regional communities, combined with quality programming and a focus on cost-efficiency and technology, has enabled the company to emerge as one of Australia's most successful regional broadcasters. The majority of the programming on PRIME is supplied through an affiliation agreement with the Seven Network, which runs through to 2016. Seven's dominance in news and current affairs and morning television augments PRIME's strength in its local news.

For more information, visit www.primemedia.com.au.

The Challenge

PRIME TV's viewing area spans multiple time zones and covers a large portion of Australian regional areas including New South Wales, south-eastern Queensland, Victoria, and the entire western third of the country. Viewer preferences vary widely according to demographic shifts; for instance, sports programs that are popular in one area may not be popular in another.

In upgrading its automation system, PRIME TV needed a powerful solution that could take these complexities into account — with the ability to handle more than 60 sub-markets along with network program distribution. In addition, PRIME TV sought a turnkey automation system that could deliver all the necessary functionality for current as well as future needs, without requiring in-house software developers to create add-on applications.

"Of all the vendors we evaluated, Snell was the one that gave us the greatest confidence in terms of Morpheus' ability to work with our highly customized workflows, which have evolved for maximum efficiency," said Lyndon Cox, network project manager with PRIME TV. "Morpheus' ability to handle live format scheduling changes, like those with sporting events, will reduce the load on our operators - and we also expect big improvements in asset management with the ability to manage media across different brands from a single system."

Case Study

PRIME TV Selects Snell Morpheus Automation for Vast Australian Multi-Channel Playout Operations

The Snell Solution

Snell has positioned its Morpheus automation and control system at the core of PRIME TV's new multichannel content distribution and playout operation. Working in tandem with Snell's Centra control and monitoring solution and terminal gear from the Snell modular line, Morpheus provides complete playout automation across a vast service area with many different advertising markets and programming variations.

In order to serve such a large and complex broadcasting area, PRIME TV had many specific requirements for its new automation solution. Through application of Morpheus, Snell has been able to provide the exact system the network was looking for. Whether it's playout of multiple live sports events or flexible management of many different advertising markets and brands, Morpheus is the ideal platform for today's complex multichannel broadcasting operations.

With mission critical applications such as this, there is an absolute requirement to have specialist engineering and operational support available locally. Snell has invested in a global network of local support partners who are fully trained in all aspects of the company's products and technology. On this project, Amber Technology Australia provided systems integration, on-site services and support.

Morpheus Key Features

- Multi-channel playout
- Scalable & flexible architecture
- Real-time frame accurate control
- Resilient & fault-tolerant design
- Dynamic device allocation & management
- Complex event support with unique Media Ball technology
- Powerful new user interfaces
- Seamless integration with an extensive suite of media management applications

The Results

PRIME TV's new Morpheus system automates playout for programming across 60 channels, with the ability to manage multiple live content streams and variations in advertising markets according to time and shifting demographics.

Snell's Centra provides control and monitoring of all signals, and it also serves as a control interface to terminal gear from Snell's modular infrastructure range for routing and video processing.

"This is a prime opportunity to replace our very limited and outdated automation platform, which required many customized applications, with a single new platform that will meet our needs today and give us room for future growth," said Lyndon Cox, network project manager with PRIME TV. "The system is now commissioned and fully operational – we are very pleased with the results to date. It creates efficiencies and supports our operations in ways that help our staff do their jobs to the best of their ability and for us to grow our core business."