

Manorama News(MM-TV) is a Malayalam 24 X 7 news channel owned and operated by the Malayala Manorama - one of the largest and earliest media houses in India. MM-TV was the first Broadcaster in India to introduce mpeg4 technology for production, transmission and distribution, the first one to use tape-less cameras and the first channel in Malayalam to launch an HD channel.

Background

MM-TV has a well-defined news workflow which had evolved over a period of 15 years. A complete HD upgrade of their news automation was planned. Their existing automation was at end of life and could not support the HD upgrade. MM-TV started evaluating multiple automation solutions in the market which would suit their existing workflow, as well as evolve to their future requirements. Since their current automation was Linux based and had served them well, the new solution also to be Linux based was one of their important buying criteria's.

Challenges

- Upgradation of a decade-old system with the least disruption to their day-to-day on-air operations.
- Ensuring that the users and operators adapt smoothly to the new solution

QuickEdge automation-built ground up on a Linux based engine was a strong contender for this project. After a detailed POC of QuickEdge capabilities and its ability to adapt to their existing workflow, Karthavya was awarded the project.

A team of automation subject matter experts interacted with MM-TV users and operators to understand their existing workflow. Improvements requests over the existing workflow were recorded.

A migration team was formed to carefully migrate all existing assets along with the metadata to the new automation.

Results

- Smooth and trouble-free transition to HD workflow with QuickEdge Automation.
- Meticulous migration of all their existing assets to the new system
- Customised reports and automated tasks as per MMTV requirements
- Years on continuous uptime

QuickEdge Automation is well suited for both greenfield projects as well as for existing system upgrades - equally. With an R&D team backed by over a decade of experience, you can't go wrong with Karthavya for your broadcast automation.