



## TV Cultura How a pioneer became even more innovative



### **CUSTOMER**

**TV Cultura**, Brazil

<http://tvcultura.cmais.com.br/aovivo>

### **CHALLENGE**

TV Cultura — a station with a legacy of being a pioneer, starting with the early move to a tapeless environment — wanted to launch a new set of technologies that would be even more innovative.

### **SOLUTION**

A Grass Valley news production solution to enable more efficient workflows, consisting of LDX 80 Flex cameras, GV STRATUS video production and content management, EDIUS editing software, K2 Summit 3G production clients and K2 SAN.

### **BENEFITS**

Transformed TV Cultura's news production workflow into an agile and cost-efficient operation with the ability to scale based on business and production needs.



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Gilvani Moletta, Director of Engineering and Technology, TV Cultura

## Background

For 46 years, TV Cultura in São Paulo, Brazil has produced educational programs, news, music and programs for different audiences and viewers. Most content is produced both locally and nationally, and the station's history of technology upgrades have made it a pioneer.

After a total overhaul in 2005, TV Cultura soon added additional studios, cameras, playout, routers, switchers and nonlinear editing. In 2009, TV Cultura began a comprehensive project to migrate from analog to high-definition with a new switcher, more servers and cameras — all from Grass Valley, a Belden Brand. At the time, it was considered a daring move.

“It's not easy changing so frequently, but we have committed to staying on the cutting edge and maintaining our reputation as broadcast pioneers,” said Gilvani Moletta, Engineering and Technology Director at TV Cultura.

The leadership team at TV Cultura decided that after several years they wanted the benefits that further upgrades would bring them: better image quality, easier recording, direct ingest and instant playout. They hoped to simplify the workflows for news, synchronize productions, avoid losing any recordings and find a way to edit that's faster and easier.

In addition, the team wanted an implementation and integration that would be easy to accomplish and cause minimal disruption to the operation.

## Solution

TV Cultura selected Grass Valley equipment, sticking with the partner it has teamed with for close to a decade. The leadership team knew that for a good price, they could rely on Grass Valley's products and services. Plus, Grass Valley was the only supplier offering TV Cultura a complete end-to-end workflow.

The upgrades included the latest LDX 80 Series of cameras, K2 Summit and K2 SAN media servers, EDIUS NLE software and a GV STRATUS Video Production and Content Management System.

TV Cultura added six LDX 80 Flex cameras to their production suite, spurring superior image quality and transitioning the station from CCD to CMOS technology. With four of the LDX cameras in the news studio and two in mobile units, production operations became easier. While the LDX 80 Flex camera is a single-format 1080i or 720p camera, it is easily upgradeable from model to model, all the way to the most advanced multiformat camera available with a simple software license, giving the team at TV Cultura peace of mind.

“The LDX cameras have already shown their value with improved image quality and flexibility, and knowing that we can upgrade the cameras with a simple software license will help us stay nimble as business needs change. We know that this is an investment that is secure for the long run,” said Moletta.

The system also includes 30 GV STRATUS seats for improved efficiency delivering a more agile production environment for TV Cultura. With four servers and 12 total channels, the station can now efficiently manage the entire content creation and delivery process across multiple digital media platforms. With GV STRATUS, the production team can prepare packages in less time and complete programs for sports, news or entertainment, enabling the production team to focus more on building and delivering more content with greater creativity.





“The more we can automate processes, the more we can save in costs and direct our resources to other areas. By going with GV STRATUS, we’re getting improved connectivity and a future-ready application that helps us to reduce operational costs and create a more agile production environment.”

Gilvani Moletta, Director of Engineering and Technology, TV Cultura

For media servers and storage, the station installed K2 Summit 3G production clients and a K2 Production SAN storage. The servers allow users to take complete control of live event workflows and broadcast applications and help the station with the delivery of a file-based infrastructure and high-performance file operations that run simultaneously, allowing for better workflows. TV Cultura selected the K2 Production SAN, which is now one of the largest K2 Summit and K2 SAN storage systems in Brazil, enabling effective collaboration across its broadcast environment.

“With 26 editing stations accessing content nationwide, K2 SAN proved to be a simple, reliable solution for us — one that never loses a recording and has been used for ingest and playback on-site and in the mobile units,” commented Moletta.

TV Cultura now has 12 EDIUS workstations, while eight others use EDIUS software on their desktops and laptops. The station soon plans to update all editing systems to EDIUS. It’s an efficient tool that’s perfect for breaking news, providing TV Cultura with access to more files and faster editing than anything else on the market.

## Benefits

The Grass Valley solution has transformed TV Cultura’s news production workflow into an agile and cost-efficient operation with the ability to scale based on business and production needs.

Grass Valley simplified the configuration and integration, and provided quality support and service, both before and after the equipment was installed.

## Looking Towards The Future

TV Cultura is also leveraging its relationship with Grass Valley as a testing ground for even more innovation. For example, they recently built a complete workflow to shoot a pilot in 4K, using Grass Valley equipment. The pilot program, Quarto 13, was shot using an LDX 86 Universe 4K camera, recorded and stored in the recently installed K2 Summit media servers and edited with EDIUS, all of which are 4K-ready. The company hopes to successfully promote the value of 4K and add more high-quality programming during the coming season.

“We are really excited about the future and what we’ll be able to bring our viewers. From news to original programming, our Grass Valley equipment gives us a competitive advantage that we can continue to leverage as we look ahead. I’m proud to say that TV Cultura’s partnership with Grass Valley has been a significant factor in our long-term success,” said Moletta.