



## Māori Television Māori Television Improves Productivity With Grass Valley



### **CUSTOMER**

Māori Television, New Zealand  
[www.maoritelevision.com](http://www.maoritelevision.com)

### **CHALLENGE**

Rebuild infrastructure while remaining on-air  
Design and implement a complete file-based service-oriented architecture

### **SOLUTION**

GV STRATUS media workflow application framework integrated with K2 media servers, EDIUS NLEs and K2 Dyno replay system  
Infrastructure based on Trinix NXT routing switcher

### **BENEFIT**

Fully modernized production and routing environments with lifecycles designed for long-term growth  
New functionality that enables increased production creativity and workflow efficiency

## Background

Operating as New Zealand's national indigenous broadcaster is no small feat, in terms of shoot scheduling, staff coordination and getting the equipment to work the way it's supposed to. That's why Māori Television is very careful about the technology it chooses.

The popular station produces a wide range of award-winning news, current affairs and special interest programs focused on the revitalization and normalization of the indigenous Māori language and culture. Programs are seen via satellite and terrestrial television services that blanket the country and continue to attract large ratings.

As a long-time Grass Valley customer, Māori Television has used Aurora, NewsEdit and Profile systems since its facility was first built. More recently, Māori Television used its K2 Dyno Replay System with K2 Summit media servers to cover some of the world's most popular live sporting events, such as the 2011 Rugby World Cup, held in New Zealand. These systems have also been used in the production of this past season's NBA, the National Elections and is presently used on its offering of Super League from the UK.

## The Complex Challenge

The need to advance production capabilities had come. Time was taking its toll on equipment, and operations were becoming less efficient. To continue to compete on a national level an investment had to be made.

"Ensuring we keep up to date with the latest available technologies is paramount to our operations," said Barry Russ, General Manager of Operations at Māori Television.

"For us, upgrading to a new production platform not only makes sense, it's critical to our future."

Adding to the complexity was the need to continue operations without disruption and the necessity to make a wise financial investment that would deliver long-term ROI. With careful planning and expert help from Grass Valley system integration engineers, a comprehensive facility upgrade was designed.

The complete system overhaul included improvements to news and general production operations, as well as the facility's signal distribution system, and was implemented in a phased approach. The first phase successfully replaced Māori Television's aging central routing switcher with a new Grass Valley Trinx NXT without affecting on-air or in-house operational performance.

## The Grass Valley Solution

When it comes to the production technology it uses, Māori Television understands the value of quality. That's why they selected Grass Valley products and systems for their major facility upgrade solution. Grass Valley's reliability, operational longevity and adaptability just made good financial sense.



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Barry Russ, General Manager of Operations, Māori Television

The new technology implementation employed includes a GV STRATUS media workflow application framework, a series of K2 Summit production clients and multiple seats of EDIUS multiformat nonlinear editors — all connected to a K2 SAN. Māori Television also uses its two K2 Dyno Replay Systems integrated into the advanced news and general production environment.

The modular design of the GV STRATUS architecture allows local Grass Valley engineers to easily and regularly add new software components to preserve the broadcaster's investment and helps Māori Television to leverage and upgrade to the most advanced content creation tools quickly and easily. GV STRATUS also provides easy plug-in interfacing to a broad range of Grass Valley and third-party equipment (an element of the system design that was very important). The K2 Summit production clients and K2 SAN form the infrastructure for collaborative editing, as well as the ingest of audio and video clips, and playout of finished programs.

An important aspect of the system is the ability to use the GV STRATUS removable media import (RMI) function for the file-based ingest of their Sony SxS cards with the use of Merge Groups, which transfers groups of clips “merged” as a single clip, with notations at clip boundaries. This provides a linear-like workflow for the reporters but with the efficiency of high-speed file ingest and proxy chase.

To ensure that daily operations were not adversely affected while the Trinix NXT routing switcher was brought online, Grass Valley and Māori Television engineers designed a parallel installation in the equipment room and a concurrent training program; with the routing switcher being fed the same sources and destinations as the legacy routing switcher. When the time was right, engineers switched over its on-air operations from its legacy central routing switcher to the new 256x512 HD Trinix NXT, which is now under the control of a redundant Grass Valley Jupiter routing control system.

“Replacing something so central to every single technical operation is a huge challenge,” said Russ, adding that “Grass Valley engineers were invaluable in keeping installation costs down. While the Trinix NXT is a great product on its own, we also looked at the replacement with the view to excellent integration into our GV STRATUS workflow platform. And it’s all worked exactly as intended.”

## The Inherent Value

The end-to-end Grass Valley file-based system has been fully operational since May 2012 and is allowing Māori Television journalists, producers and editors to be more creative while completing projects faster and with improved efficiency.

With the new production infrastructure based around GV STRATUS, production teams enjoy the value and efficiency that comes with a software-based, IT-centric platform.

By design, Māori Television now has a production environment and signal distribution infrastructure that they can grow with — systems that have added new functionality and which will continue to serve its needs well into the future.

“We are very familiar with the people and products of Grass Valley, and together we have developed an installation, commissioning, and training program which gives us great confidence,” Russ said.