



Grupo Multimedios Delivering top-quality news and entertainment for viewers across Mexico and Southwestern United States

CASE STUDY

CUSTOMER

Grupo Multimedios, Mexico

CHALLENGE

To be at the forefront of technology with commercial off-the-shelf (COTS) hardware and a virtualized environment for news production.

SOLUTION

A combination of integrated Grass Valley production and content management solutions, that includes CISCO and Isilon COTS hardware.

BENEFITS

The most important benefit is the use of COTS hardware in a virtualized environment. Another benefit is the integration of social media to the workflow.



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Guillermo Franco, General Director, Grupo Multimédios

Grupo Multimédios manages dozens of television stations across Mexico and the Southwestern U.S., and plans to expand production to even more channels and locations next year. The Monterrey-based network of Mexican stations needed a production solution that would help them create high-quality content for existing and future channels. As the company expands to new channels and new cities, they required a provider with industry-leading solutions and a strong local presence. They chose Grass Valley, a Belden Brand, for its cameras, servers and switchers to provide a complete production and content management solution.

“Our first priority is always creating top-quality content for our viewers,” said Guillermo Franco, general director, Grupo Multimédios and 24-hour cable news channel Milenio TV. “Proper solutions and efficient support for those solutions are critical to that.”

Already a user of Grass Valley’s GV STRATUS video production and content management system, Kayenne switcher, LDK-series cameras, NVISION routing, master control and Vertigo graphics, Franco came back to Grass Valley primarily for its two main sites: Monterrey — with seven studios and five trucks, and Mexico City — with three studios and two trucks.

Wanting new HD cameras with the highest sensitivity, Franco selected 29 LDX 82 Flex cameras (adding to the eight purchased in 2017) with extended color gamut and HDR capabilities with XCU Elite base stations to replace the LDK cameras and add additional cameras for a new studio. This provided the features and flexibility Grupo Multimédios required to continue creating a wide variety of premium Spanish-language programs.

Another camera addition to Grupo Multimédios’ upgraded news production system was 12 Focus 75 Live cameras for its new trucks and local stations in smaller cities and other states in Mexico. The dual-format 720p/1080i HD camera is designed and built with fully digital Xensium FT CMOS imagers, which means it doesn’t produce any of the rolling shutter artifacts seen with other CMOS-based cameras. For Grupo Multimédios, their house format of choice is 1080i.

The upgrade to GV STRATUS 6.0 included a new web client and support of the STRATUS I/O appliance, allowing the application to run seamlessly in a virtualized environment.

“GV STRATUS was the only solution that allowed us to have a virtualized system using COTS hardware,” said Franco. “This helped us to deal with issues like expanding storage and backing up the main news system servers, and it put us at the forefront of using these technologies.”

As Grupo Multimédios creates content in a variety of environments, GV STRATUS users can tailor their user interface with a full range of production tools based on function for increased efficiency while producing time-sensitive news programming. Once fully installed, Grupo Multimédios will have 198 users (editors and clients) on GV STRATUS across its Mexico City and Monterrey facilities.

“One of the best things we’ve seen with the new version of GV STRATUS is its social media integration,” said Franco. “This makes it so much easier to have a coordinated effort between our programming and how we interact with our viewership.”

Grupo Multimedios' news production sites now also feature 10 K2 Summit 3G Production Clients, five Karrera K-Frame S-series switchers with 3 M/Es each (one in Mexico City and four in Monterrey) and six GV Korona K-Frame V-series switchers (two 2 M/Es with 2 VPEs in secondary locations, and four 3 M/Es with 2 VPEs replacing Grass Valley Kayak switchers in Monterrey) — all of which work in concert for a complete, integrated news production and content management solution. And when the time comes, it will be easy for them to upgrade the switchers to 1080p as well as 4K UHD.

The value of this complete solution is evident immediately in the ease of use and quality of video, but will also stand the test of time, agility and scalability as Grupo Multimedios continues to grow and expand. Being on the cutting-edge of this innovative, efficient production plat-

form is made possible by Grass Valley's solutions, but also by their strong partnership and support as Grupo Multimedios navigates this new environment.

"We're excited to be working with Grass Valley and their regional team of experts," said Franco. "We're taking advantage of not only their advanced industry knowledge, but also their latest technologies that provide us with easy integration with COTS hardware."

Currently on the roadmap for Grupo Multimedios is a GV STRATUS virtualized installation for 24-hour cable news channel Milenio TV, and a group-wide video IP and virtualized playout solution.



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