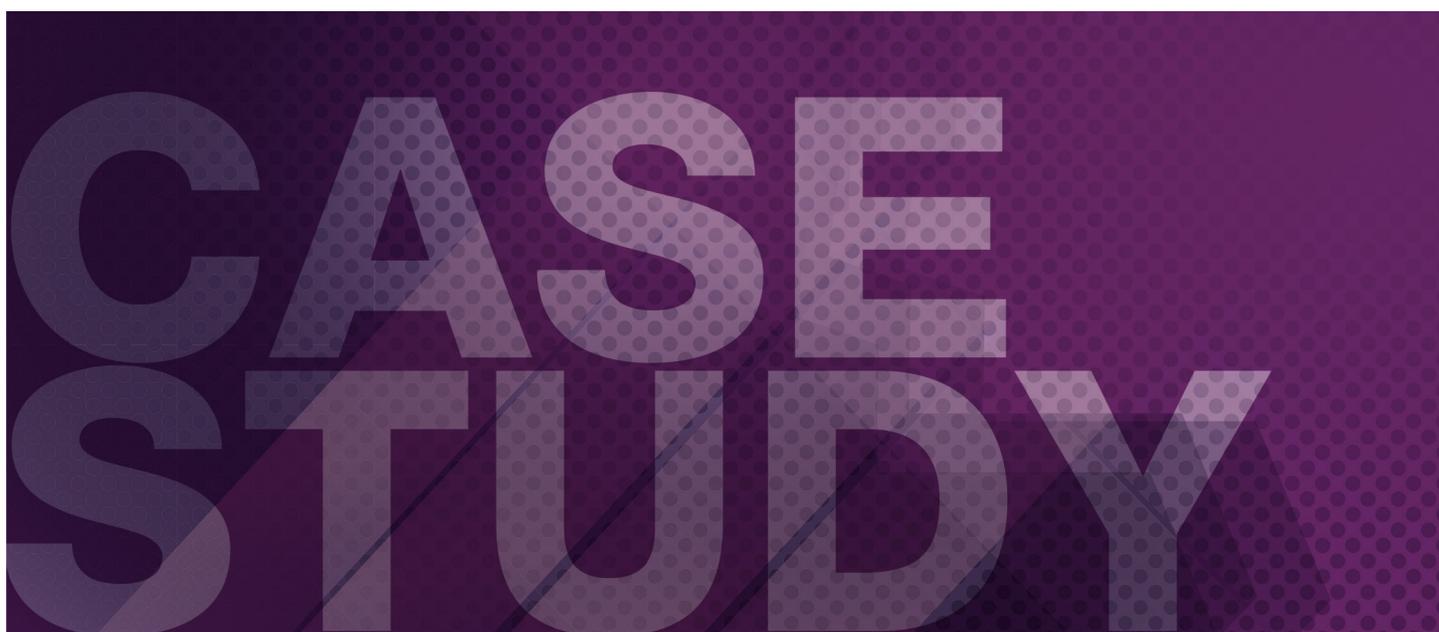




TELEGENIC — Grass Valley, a Belden Brand, support for Sky Sports coverage of the Ryder Cup



CUSTOMER

Telegenic, UK
Outside broadcast contractor to Sky Sports for coverage of the 2012 Ryder Cup

CHALLENGE

Produce 2D and 3D on location, with a significant amount of material coming from archive
First time use of HD for the announcement of player pairings

SOLUTION

Integrated editing and storage system for fast turn production
Replay system used to instantly QA 3D footage:

- K2 SAN with a K2 Summit 3G client
- 12 EDIUS multiformat workstations
- 1 K2 Solo portable media server
- 1 K2 Dyno Replay System with K2 Summit media server

KEY STATISTICS

- 36 hours of programming in 2D & 3D
- 10 Sky production staff
- 5 editors
- 12 edit workstations
- 12.5 terabytes of storage



BACKGROUND

Telegenic asked Grass Valley for on-site production support for 2D and 3D coverage of the 2012 Ryder Cup golf tournament for Sky Sports, taking place at the Medinah Country Club, just outside of Chicago.

As part of its coverage, Telegenic would need to manage and produce a large amount of content from archive when live action was not available. This would require a sophisticated SAN system as well as a large number of edit stations in a purpose-built edit truck.

SOLUTION

The Telegenic production team with a dedicated Grass Valley engineer arrived on-site with two days to make sure that the production system was up and running before Sky Sports producers arrived.

In the edit truck, Telegenic installed a Grass Valley K2 SAN system with a K2 Summit 3G media server client so that the various broadcasts could be pulled together more quickly and efficiently. The SAN was interconnected to 12 EDIUS multifORMAT nonlinear workstations for real-time editing. Content from P2 memory cards as well as videotape was ingested into the SAN so that editors could pull together programs for pre-tournament build-up, the tournament itself, as well as post-event broadcasts.

The player pairings for the Ryder Cup Matches would be produced in HD and 3D. To capture this long-awaited event, a Grass Valley K2 Solo portable media server was set up in the on-location studio. This was also the first time that Telegenic was able to use the 3D tool-

set within EDIUS to compose and adjust the player pairings, which proved very successful, according to Peter Bates, Managing Director at Telegenic.

The 39th Ryder Cup Matches would also be captured in 3D. To make sure that the 3D broadcast had the same level of production quality as the 2D broadcast, producers used a Grass Valley K2 Dyno Replay System with a K2 Summit media server to instantly QA the 3D footage. The 3D system performed so well, that the only post-production needed was for 3D chromakeys.

With little live content to access as the tournament began, the production team used archive material to augment their broadcast. Archive footage had been pre-loaded onto the K2 SAN, leaving only 3.5 terabytes available for additional storage. To support new content, Telegenic went live with a K2 Summit media server client on the SAN, giving them more than enough storage.



“With EDIUS, whatever they wanted to do, they could do.”

Peter Bates
Managing Director, Telegenic

BENEFITS

While only one of five staff editors was previously familiar with EDIUS, it only took a single morning training session to get the other editors and Sky’s production staff up to speed. According to Bates, “with EDIUS, whatever they wanted to do, they could do.”

The 12 workstations were used by the five editors and the Sky production team alike, from loggers to associate producers. The Sky production team would produce anything from a rough cut

(which is then passed on to an editor for finishing) to a finished piece with music and captions that just requires QA from an editor.

Incredible teamwork between Sky, Telegenic and Grass Valley resulted in the entire project running smoothly. This isn’t surprising — but expected — as Grass Valley’s Live Production solutions are built for the rigors of studio- and location-based production.

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