

Grass Valley and DMC Production Create World-first Full Software Production Facility

DMC Production's new facility in Hilversum, the Netherlands, is a first-of-its-kind, full end-to-end software operation, enabled by Grass Valley's AMPP OS and integration services from Broadcast Solutions Group.

DMC Production was founded in 2016 and provides broadcast and digital services to media rights agencies, federations, and broadcasters around the world. With offices in Sweden, Norway, Denmark, Finland, the Netherlands, and Germany, the company produces sport and entertainment events at the highest level. Over the years, DMC has become a trusted partner to some of the industry's most recognized names — including Ziggo Sport, DAZN, Magenta, Sport1, TV 2 Norway, Viaplay Group, TV 2 Denmark, and MTV Finland — underscoring its reputation for delivering innovation, reliability, and world-class production quality.

A new facility for a new workflow

The company has consistently evolved its live production operations to optimally serve its customers during the ongoing disruption being felt in the media production industry. In recent years, DMC has expanded its portfolio with remote production solutions; combining IP-connected

venues, agile remote production vans, and flexible workflows with 4G/5G.

That focus has led to the opening of new facilities, such as the recent office in Hilversum, the Netherlands, to expand its capabilities in providing centralized production services. Ongoing investments in live event production capabilities and technology that enhance the fan viewing experience have never been more important, according to the company, which stresses that its new workplaces are key to facilitating its strategic growth.

On a macro industry level, there continues to be a downward pressure on vendors, as broadcasters and content providers look for cost reductions; a trend that is also impacting service providers such as DMC. Jens Envall, Chief Innovation Officer (CINO) at DMC Production, describes the brief for the recent project in Hilversum as a challenge to find a bespoke solution for a customer looking to do more with

less. So, the company partnered with Grass Valley and Broadcast Solutions Group to reimagine the entire media production chain.

"The project in Hilversum was for Tier 1 sports network Ziggo Sport. The turnaround from signing the contract to going on-air was only six months and in that time we had to create a brand new facility and operation, almost from scratch," he says. "We had to completely gut and refit the building — which was a general purpose office — and build a full production center that also accommodated office space for Ziggo Sport and DMC."

In addition to cost reductions, Ziggo Sport was also looking for agility and flexibility to maintain and further increase its relevance in the marketplace. Due to the condensed timeframe and the nature of the building refit, DMC was able to take the revolutionary approach of deploying a full end-to-end software solution.



AMPP has revolutionized the way we're able to work and the production value we can provide to clients.

Jens Envall
Chief Innovation Officer
(CINO), DMC Production



"When you've only got six months to do something, you're looking for a technology partner that you trust," says Envall. "Going with a single vendor was vitally important for the project. It allowed us to provide a single-UI setup for the users, rather than having 14 different solutions for them to move between. Grass Valley's AMPP solution made it all possible, and working with them we managed to get on-air in six months, which was remarkable."

A world-first full-software solution

Grass Valley and DMC have a long-standing relationship, having collaborated on projects including the build of Nordic broadcast centers. For the Ziggo Sport project, Grass Valley worked with installation partner Broadcast Solutions Group to create a first-of-its-kind solution — featuring Broadcast Solutions' 'hi human interface' control, storage from Editshare, audio solutions from Lama Audio, and HTML5-based graphics from MXMZ — which marries cost efficiency with market-leading technology.

"This is a true world first," says Adam Marshall, Grass Valley's Chief Product Officer. "While broadcast has long embraced software solutions,

this installation showcases the capabilities of our established and proven AMPP OS platform: 15 control rooms, 15 edit suites, 11 off-tube rooms, and 10 channels of resilient 1+1 playout; all in software, all on COTS on-premises compute."

"AMPP has enabled the reduction of what is typically 30 racks of equipment, to just eight," he continues. "Extensive workflows that historically required countless discrete devices are now possible with just 20 Dell COTS appliances, running on-premises with a [SMPTE ST] 2110 backbone. It's an amazing feat, and from many perspectives there's no way that could be done with a traditional system."

"And certainly not in six months," Envall adds, before revealing that the enabling technology underpinning the Ziggo Sport project has proved the inspiration for further work being carried out by DMC in other areas of its business.

"DMC's centralized remote productions have until now been primarily focused on recurring Tier 1 sports such as football and ice hockey across the Nordic countries, but are now taking the next step by expanding into international

events and new markets; setting a new standard for global remote production," he says. "RallyX, on the other hand, is a series of one-off events spread over five different countries. Here, high-capacity contribution networks are simply not available, and investing in costly on-site uplinks is not economically viable given that the end destination is a streaming platform. By leveraging the AMPP-based setup, we can work with widely available 100 Mb/s connections and centralize the production; sending only multiviewer streams and the finished programs."

He continues: "For RallyX, we have the flexibility to assign operators from any of our broadcast centers in Sweden, Norway, Denmark, or Finland. This allows us to optimize resources across regions, ensuring that we always have the right expertise available regardless of location. It enables us to balance workloads, reduce travel costs, and ensure continuity, creating a more scalable and flexible operational model."

Revolutionizing the production process

While cost efficiencies are clear benefits for these projects (DMC realized up to 40% cost savings by



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**Adam Marshall,
Chief Product Officer,
Grass Valley**

deploying AMPP OS), the technology being deployed is also helping to build a more sustainable production path both in terms of reducing the personnel required on-site, as well as rack space, power consumption and cooling for the necessary hardware.

"With just two COTS servers, four to eight cameras, and a plug-and-play architecture in the field, DMC has drastically reduced the resources needed on location, all while continuing to produce at the edge, further limiting the network connectivity (and cost) required to run the event," explains Marshall.

Envall agrees: "We remote [operate] absolutely everything. This gives us the ability to deliver premium productions in a cost-efficient way, ensuring that rights holders and federations of all sizes can maximize value from their live events, without compromising on technical quality. We've seen that recently with a handball project which was an eight-camera production with four camerapeople on-site. That meant the client was paying for four hotel rooms instead of twelve!"

"By utilizing AMPP, we can really offer sensible production costs and we can utilize the available

technology in our centralized set-ups across the company," he concludes. "It has revolutionized the way we're able to work and the production value we can provide to clients."

This success story is now being extended into a growing number of new business activities, from international tournaments to national leagues. Beyond cost savings, DMC is setting a new standard for how live sports can be produced, combining scalability, innovation, and reliability to deliver long-term value for rights holders and audiences alike. AMPP OS is proving to be a true win-win across the board.

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