

# Grand Lille TV

CASE STUDY



## Harmonic's Market-Leading Payout Solution with Powerful CiaB Capabilities Helps French TV News Channel Expand its Market Reach and Migrate to HD

### The Challenge

Recently, Grand Lille TV, a French regional TV news channel that is part of the Secom Group, successfully transitioned to HD and launched a secondary channel called Grand Littoral TV. By deploying an additional channel, the broadcaster aimed to grow its market reach and provide better live news coverage. Migrating from SD to HD was part of the channel's plan to satisfy a growing consumer demand for HD channels.

Grand Lille TV broadcasts in DVB-T from northern France as well as in IPTV via leading French service providers. Part of the launch process meant upgrading the video production and delivery infrastructure. In particular, the broadcaster needed an efficient playout solution capable of handling multiple live breaking news events on a daily basis. The solution needed to work effortlessly with third-party equipment, such as scheduling systems and support various distribution methods (i.e., DVB-T and IPTV). Reliability and speeding up time to market for new HD channels were important factors in choosing a solution, as Grand Lille TV would be migrating from SD to HD and wanted to ensure a smooth transition.

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#### CHALLENGE:

Grand Lille TV wanted to transition from SD to HD and launch a secondary news channel. To do so, it needed an efficient media server, playout and automation solution capable of handling multiple live breaking news events on a daily basis, as well as seamless integration with third-party equipment.

#### SOLUTION:

Grand Lille TV chose a media server solution with powerful channel in a box capabilities from Harmonic. The solution is comprised of Harmonic's Spectrum MediaDeck integrated media server, running Spectrum ChannelPort 8000 playout and Polaris Play automation system. Playlists and schedule updates are handled seamlessly by the Chyro cloud-based traffic system.

#### APPLICATIONS:

- Video playout
- Graphics and branding
- Media server expansion
- Automation
- Scheduling
- Live production

**SOLUTION  
AT A GLANCE**

## The Solution

Grand Lille TV launched Grand Littoral TV using a market-leading media server solution from Harmonic. Both Grand Lille TV and Grand Littoral TV rely on Harmonic's Spectrum™ MediaDeck media server featuring the Spectrum ChannelPort integrated channel playout and Polaris™ Play automation systems for delivery of live HD news coverage and recorded content. Featuring powerful channel-in-a-box (CiaB) capabilities, Harmonic's solution speeds up video distribution and enables new channels to be launched faster, at a lower total cost of ownership than its previous playout system. Harmonic's solution handles a wide range of tasks from secondary event recording to rescheduled playback, intelligent scheduling and live production.

The solution was chosen based on the reliability and efficiency of Harmonic's Spectrum media systems, which Grand Lille TV has been using successfully for the last eight years. Grand Lille TV and Grand Littoral TV are owned by Secom Group, which oversees several other channels that rely on Spectrum solution. Seeing firsthand the high performance, flexibility and efficiency that they provide, Secom Group knew that Harmonic's media server was the perfect fit. The new infrastructure solution was installed quickly and successfully by Alive-Technology.

"We are always looking to expand our market reach, and launching a new channel was the perfect opportunity to do that. Due to the high volume of live breaking news events that we handle every day, having a playout solution that is efficient, reliable and flexible is essential," said Vincent Charley, CTO at Secom Group. "Harmonic's Spectrum platform works seamlessly with our cloud-based Chyro™ traffic system to help us get fast-breaking, high-quality news content on-air quickly and affordably."



## The Workflow

Combining Harmonic's Spectrum MediaDeck system with the Spectrum ChannelPort integrated channel playout provides the TV channels with a true CiaB solution that speeds the cost-effective deployment of new SD and HD television channels. The playout system accomplishes this by integrating branding and master control switching with clip playback on the industry's most trusted media server platform. Using Harmonic's playout solution, Grand Lille TV and Grand Littoral TV can easily key multilayer graphics and dynamic text over playback or live video to produce rich on-air looks. Some of the unique graphics and branding that the channels provide include regional time, local weather temperature and tide information, oil-pricing comparison and a full ticker derived from RSS feeds.

The entire workflow is managed and scheduled by a Chyro cloud-based traffic system. Polaris Play, which runs on the Spectrum MediaDeck chassis that hosts Spectrum ChannelPort, automates the playout of multiple fully branded SD/HD channels. It receives its schedule and updates from the Chyro traffic system. Polaris Play supports a variety of functions from ingest to playlist control, media prep, traffic integration, and scheduled and live playout at a low total cost of ownership. Using the Polaris Play playlist, the channels can switch from file, recorded and prepared news stories, to live coverage of breaking events. Regional programs and advertising spots are also played out and streamlined by the Polaris Play system.

The Chyro playlist is regularly updated and deals with the impressive number of events in each daily playlist: more than 1000 per day by channel. Tight integration between Harmonic's Spectrum solution and Chyro technology optimizes scheduling, ingest, branding and playout of HD broadcasts.

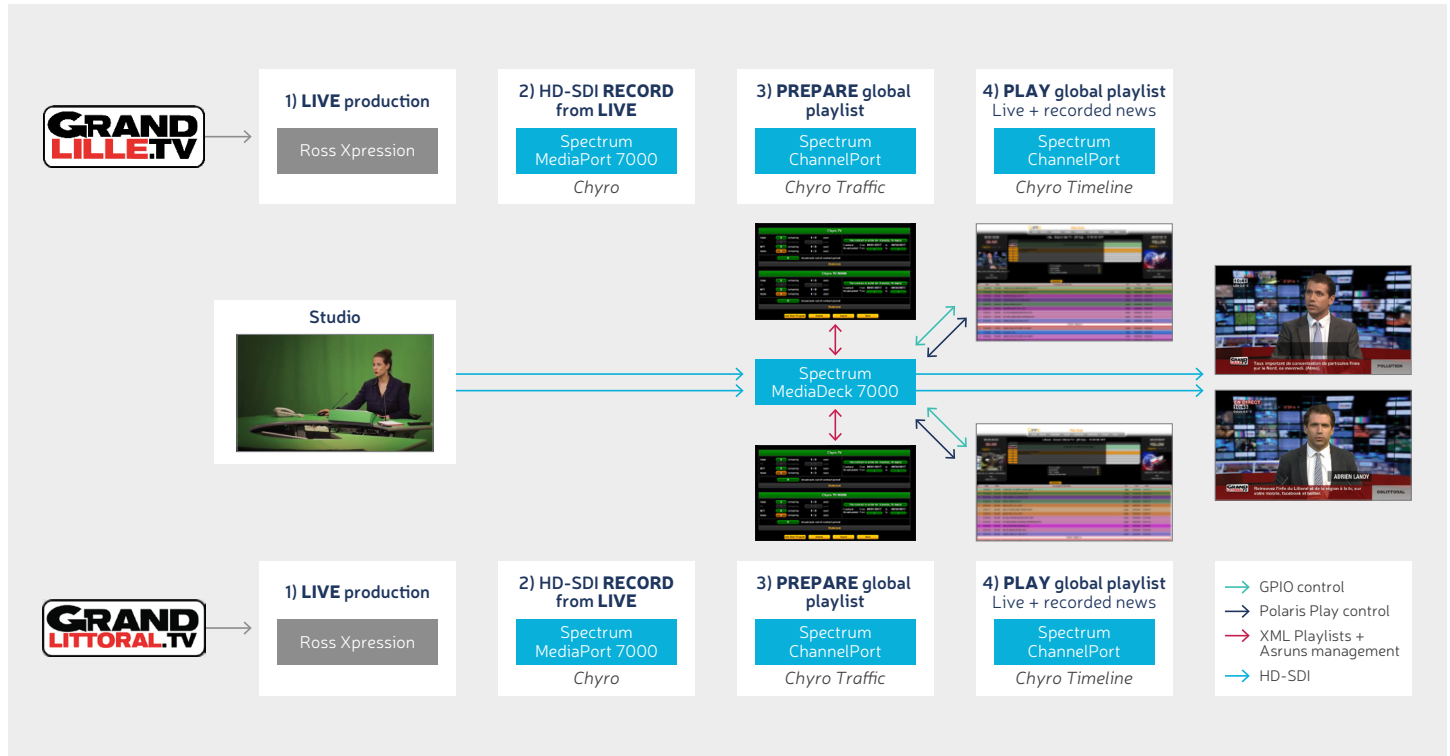


Figure 1. The production and delivery workflow for Grand Lille TV and Grand Littoral TV. The two stations follow the same workflow, yet can run different schedules and also share content if necessary.

## The Result

Today, the stakes are high. News channels like Grand Lille TV are under intense pressure to deliver new programming and services more quickly than ever. Harmonic's Spectrum media server, playout and automation systems enable Grand Lille TV and Grand Littoral TV to turn around live and recorded HD content flawlessly, delivering sophisticated on-air looks with regionalized content such as time and weather. By combining exceptionally reliable playout and automation systems, Harmonic's Spectrum media server solution optimizes live and on-demand HD video delivery, bringing increased revenue to the TV channels.