

# Gray Television Streamlines Workflow With Sony's Media Backbone HDXchange™ System

## CASE STUDY

### Customer:

- Gray Television

### Industry:

- Broadcast

### Challenges:

- Enhance news production workflow.
- Provide simultaneous access to content by multiple parties.
- Streamline production from acquisition to air.

### Solutions:

- Upgrade to Sony's Media Backbone HDXchange networked content management system.

### Benefits:

- Provides seamless connection to all aspects of newsroom production.
- Eliminates "islands of technology."
- Enables better coverage of breaking news and increased story counts.



Gray Television is streamlining its news production workflow with Sony's Media Backbone HDXchange networked content management system. The technology was first installed and used on-air at KXII – the Gray station in Sherman, Texas – with plans to roll-out systems to more stations across the group.

"We like the way HDXchange ties together our XDCAM EX systems, Vegas editing, content

management, newsroom computer system, playout, and archiving in an easy-to-use cost-effective workflow," said James Ocon, Vice President of Technology, at Gray Television. "It has helped KXII increase efficiency and save a lot of time in their newsroom, allowing them to get better coverage of breaking news and increase their story counts."

According to Gray/KXII, the teams are also impressed with the HDXchange system's auto-ingest functionality, improving the ingest process, placing material where it needs to go and making it available to everyone that needs to use it.

"We need to eliminate as many steps as possible and make it really much simpler for our content to get into the stations and make it to air," Ocon said. "You have to remember that we compete now with a lot of user-generated video. Everybody with an iPhone, for example, that can send in video, that's the 'new normal' that we deal with, yet we still want to make sure that our award winning journalists and editors all have the tools that can make us really stand above all this noise of content that's coming in."

Additionally, KXII has found the HDXchange system easy to use, especially its seamless integration via its MOS interface with the station's ENPS newsroom computer.

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“The two sides need to be one in the same or very closely linked,” Ocon said. “You don’t want islands of this technology and I think that the MOS gateway is probably a key driver for allowing the HDXchange system to communicate with the newsroom system.”

The system also allows operators to add clip and timecode based metadata, even as material is coming into the system, which allows them to more easily identify and jump to key points in video, further enhancing workflow.

“While we want to promote innovation and creativity with our stations,” he said, “we still want to make sure that we can standardize on a lot of our main systems such as acquisition or play out and, again, we wanted to use a business model that was more appropriate for what TV broadcasting is like today.”

He added that in the first few months of the HDXchange system in use at Gray, “the reports we’re getting back from KXII are just what we expected.”

“The integration of a lot of different complicated components is going very well,” he said. “When you’re talking about having a newsroom system or a play-to-air server or a storage area network or the editors, the training, or how the cameras hook up into the system – all these details add up to everything we do. There’s a term I learned in the Navy called KISS, ‘keep it simple stupid.’ In other words, what good is your technology if it doesn’t work and is not intuitive? So the installation process and the integration has been key, and there’s no way that this would have launched successfully if it was not for the design and architecture of the Sony technology.”