



## Case Study

### Multi-format subtitle insertion with Omneon servers and TMD - Swift vTX at Turner Broadcasting

From its single channel origins in the early 1970's Turner Broadcasting System, Inc. (TBS, Inc.), a Time Warner company has innovated and grown and today creates and programs branded news, entertainment, animation and young adult media environments on television and other platforms for consumers around the world.

TBS, Inc.'s news network CNN, one of the world's most respected and trusted sources for news and information, broke new ground at its inception in 1980. Today TBS, Inc. is also home to familiar entertainment networks such as Cartoon Network and Turner Classic Movies.

#### The challenge

As Turner migrated from traditional tape based processes to a file-based workflow, they identified a need for a software solution that could embed subtitles into VBI data in assets on their Omneon Spectrum media servers.

Their requirements called for a solution that would provide subtitles in 12 languages for a worldwide audience. In addition tight integration with the workflow management system, provided by TMD, and their general processes was crucial to ensuring Turner would realise the maximum benefit with minimal disruption to operations.

#### The solution

Working closely with Turner, Softel's Professional Services team developed a thorough understanding of their workflow and were able to deliver a comprehensive project and system commissioning plan for implementation.

To ensure seamless integration and reliability, Softel also worked in close cooperation with automation system provider TMD to incorporate full support for the Softel 'XAP' (eXtensible Automation Protocol) interface. XAP is a Softel developed protocol which is now implemented by a number of third party automation vendors, as well as being common to a number of Softel products.

TMD specialises in the development and delivery of solutions and services to the global media, broadcast and archive industries using the Mediaflex family of products. Mediaflex enables media organisations to manage both the physical media and digital file based content with their associated workflows.

Central to the solution were Swift vTX units that carried out subtitle insertion, operated under direct control of the TMD Mediaflex system for seamless automated ingest of subtitles into the Omneon assets.

#### Challenge

- Migration from tape to file-based workflow integrating multi-language subtitle VBI encoding across Omneon media servers driven by TMD automation.

#### Solution

- Swift vTX subtitle insertion & transcoding software from Softel with seamless integration into the TMD automation system and Omneon media servers.

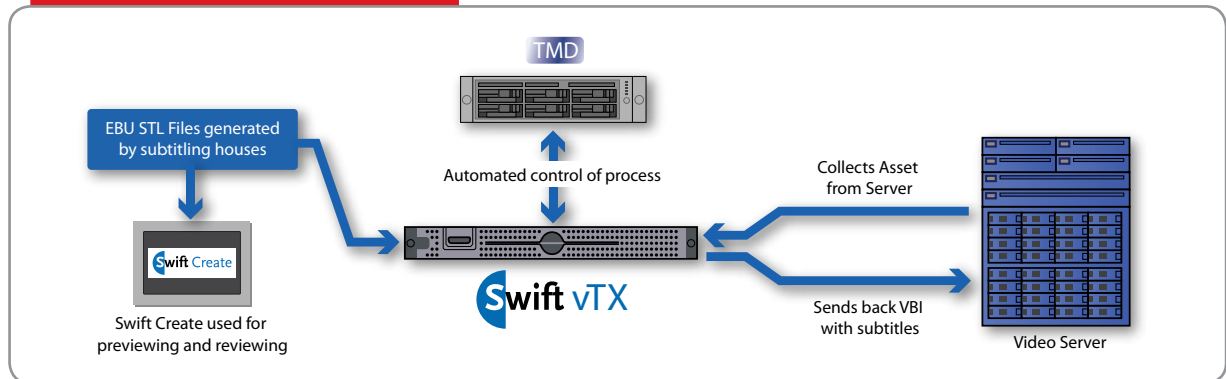
#### Benefits

- Dramatically improved workflow, enabling improved productivity and a reduction in costs and complexity.

At Turner the process starts with a request from the TMD Xen system which raises a subtitle task in Mediaflex. Mediaflex then checks the 'INPUT' folder for matching subtitle files, allowing preview of STL files which can be loaded and scrolled-through on screen. The user can then select the action on the STL file.

If the pre-checks above complete successfully, the clip is restored to the ingest server. Mediaflex then actions all requests on the subtitle file from the pre-checks task, with items moved to the Swift vTX systems to run the insert. The task is then completed and re-archived.

### Overview of solution



Additionally Softel engineers partnered with Omneon to develop and ensure complete functionality with regards to the required VBI specification. When all of these elements were combined, the solution delivered a streamlined workflow for automated ingest of subtitles into the Omneon assets.

### The outcome

Combining Swift vTX and a close working relationship with Omneon and TMD, Softel's team of experts were able to provide a solution for Turner Broadcasting that fully delivered against all their requirements, enabling insertion of multi-language subtitles into multiple video assets.

The solution has additionally delivered time and cost savings through the centralisation of subtitle management with flexibility to adapt to changing workflows. Further time and cost savings were also realised through support for faster than real time ingest and optimised hardware utilisation.

Being able to simplify the multi-channel, multi-language requirements and seamlessly integrating with the other component, such as the TMD workflow automation system, has simplified a potentially very complex area of operations and has made it as efficient and easy to manage as possible.

Softel's work in ensuring seamless integration with Turner's other technology partners proved invaluable in delivering a fully functional solution. The solution that was delivered has enabled their operations to be highly efficient and adaptable.

"Integration of the Softel Swift vTX product with Turner, an industry leader in broadcasting, has enabled improved performance and increased efficiency of the existing subtitling workflow," said Richard Mansfield, Softel's Swift vTX product manager, he also added, "The solution will continue to be of benefit even throughout changing workflows and new technology integration, such as the migration to MXF"

### About Softel

With three decades of broadcast experience Softel is a global leader in key TV & video technologies including interactive TV, MPEG stream processing & multiplexing, Opt cuing, Teletext and captioning/subtitling. These solutions are delivered through a combination of products, professional services and bespoke development, contact Softel to find out more or visit our website at [www.softel.co.uk](http://www.softel.co.uk).

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