

Guangdong TV Station, Guangzhou, China

Barco's NBMS debuts in Asia

"Barco's NBMS offers the reliability, flexibility and expandability we were looking for, providing GDTV with a reliable and efficient platform for today and for the future. On top of that, I estimate the solution will help us save up to 30% of our costs."

Mr. Lian Jintian, Chief Engineer, GDTV



Guangdong Television (GDTV), one of the earliest, fastest-growing and most influential stations in China, produces amazing information and entertainment content and broadcasts over 300 hours of programs each week via six free conventional channels and eight paid digital channels. The broadcaster has developed a broad range of new media businesses, including auto TV, mobile TV, subway TV, online TV and 3-in-1 TV. It has also forged partnerships with more than 200 TV stations worldwide. The installation of Barco's innovative Networked Broadcasting Monitoring System (NBMS) will help GDTV to keep its commitment to high quality and innovation in programming as well as in technology. .

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Round-the-clock monitoring of the broadcasting production and content distribution processes is a priority at GDTV, as it helps ensure that its audience gets the very best viewing experience. So when the existing video wall in its master control room was no longer able to monitor the growing number of video sources, the broadcaster began looking for a new monitoring solution. Besides being reliable and flexible, the solution had to be easily expandable, to keep step with GDTV's rapid development and decentralized workflow.



Unique value proposition

"We considered three valuable alternatives and Barco came out tops," said Mr. Lian Jintian, Chief Engineer at GDTV. "Besides Barco's countless references in our sector, we greatly appreciated the innovative features of the new Networked Broadcast Monitoring System (NBMS)." The NBMS allows a high-quality, low-latency distribution of video sources and metadata over an IP network towards multiple screens, even in disparate control rooms. This flexibility for operators to monitor the broadcasting processes and visualize video content in real time from anywhere in the facility, was a unique value proposition that set the NBMS apart from all other solutions.

Largest monitoring wall in China

Barco installed the NBMS system between May and August 2008. Despite the challenges of this first-ever integration in China, and even in the whole of Asia, the new solution went live right on time to prove its worth during the 2008 Olympic Games in Beijing. With the installation of the Barco NBMS, the GDTV master control room now operates the largest monitoring wall in China's broadcast industry, consisting of 70" rear projector display cubes in a 8 x 2 set-up. Eight operators work with the wall every day, monitoring 272 SDI/HD-SDI and four DVI inputs along with 16 DVI outputs.

Connect in Beijing, display in Guangzhou

The distributed architecture of the NBMS enables video to be captured once, at any location, and distributed and displayed as many times as needed, at any other location and on whatever device. Distance does not matter anymore, so that it even becomes possible to remotely monitor studios, broadcasts, etc. "We particularly like the advantage of 'Connect once, display anywhere'," said Mr. Lian Jintian. "During the Olympics in Beijing, we used the NBMS to connect our main control room with a Beijing studio, sharing a variety of live feeds. We were pleased with the solution's high performance."

30% cost reduction

To make sure all operators quickly got the hang of the NBMS, Barco provided them with efficient operation and maintenance training and wrote a handy customized operator's manual. Thanks to this induction program and the NBMS's user-friendliness – including the very easy thumbnail display of the software GUI –, GDTV was soon reaping the ROI of the new solution. Lian Jintian: "The system really helps our operators to more

efficiently monitor the broadcasting process and real-time video content. This increased efficiency helps us save costs, as does the reduction in cabling needed to network our production studios and master control rooms and the more efficient use of floor space. I estimate Barco's solution will help us reduce our costs by around 30 %."

Outstanding after-sales service

The successful NBMS project was not GDTV's first experience with Barco. The broadcaster has relied on Barco's display and visualization systems in the past and their customer-oriented, after-sales service always gave satisfaction. "We are currently building a smart monitoring network and need close collaboration between our different system suppliers. Barco is helping us out there too," Mr. Lian Jintian added. The spokesman concluded that GDTV's project objectives have been met or, in some cases, exceeded: "Barco's NBMS offers the reliability, flexibility and expandability we were looking for, providing GDTV with a reliable and efficient platform for today and for the future. Shortly, we will start an HD channel and we are confident that we will be able to expand the existing monitoring system to include this new channel with ease."

Ref. no. R000000SST0609R001

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