



CASE STUDY

FABELAKTIV



INTRO >

Multi-camera tapeless ingest and seamless integration with Avid post production.

Fabelaktiv, a large production company in Norway, needed to find a more efficient workflow for ~~the~~ studio productions. With a linear ~~tapebased~~tape-based workflow previously in operation for both live broadcast and near-live productions, the benefits of going tapeless with EVS technology ~~are~~were clear: saving valuable time and costs, and at the same time improving the quality of the productions. EVS' extended interoperability with third-party professional products also secures a seamless integration with Fabelaktiv's existing Avid infrastructure, for a completely ~~filebased~~file-based workflow, from ingest to payout.

CUSTOMER >

Fabelaktiv is one of Norway's largest independent TV production companies. It is owned by Norsk Tipping, Norway's leading games company, wholly-owned by the Norwegian state. Fabelaktiv produces the national lottery drawings in their modern VR studio on behalf of Norsk Tipping. The lottery drawings are broadcast weekly on the national TV network of NRK, the largest broadcasting corporation in Norway.

Since 1996 Fabelaktiv has produced children programs on behalf of NRK, broadcast live from their studio every Saturday morning on the largest Norwegian TV channel - NRK1. Fabelaktiv is also a substantial producer of TV series, drama and documentaries, as well as commercials and music videos. [Showreel](#)

CHALLENGE >

The challenge was a classic one when it comes to tape vs tapeless production. Being a small production company by international standards, Fabelaktiv was operating a modern VR studio facility, but the camera feeds ~~would be~~were recorded on Digibeta-tapes. The recorded material was batched in realtime onto an Avid Unity media server for post production with Avid Media Composer. The finished programs ~~would be~~were then mastered to Digibeta-tape for the payout.

This rather old-fashioned workflow meant there was a huge potential of increased efficiency of ~~program making~~program-making in the ~~time~~time-critical studio productions. The collaboration between EVS and Avid in terms of interoperability and native format support meant that Fabelaktiv could take full advantage of their file-based infrastructure if they invested in EVS technology for the near-live studio productions and transfer of material to Avid post production.

fabelaktiv

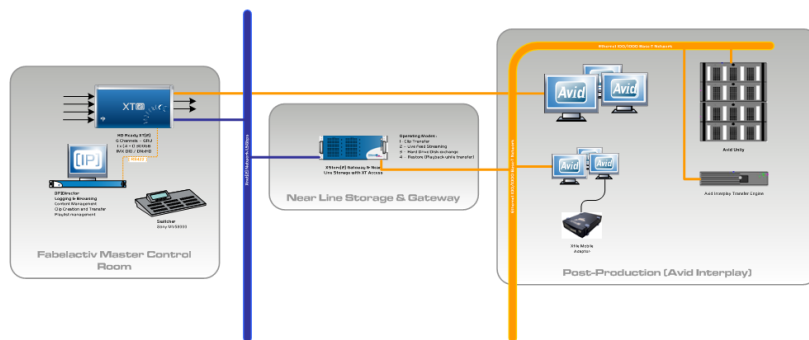


Finding the technology mature and available, Fabelaktiv searched the market for a solution that would:

- Provide true VTR replacement
- Be completely ~~file-based~~ file-based and ~~having-include~~ full integration with Avid post production
- Seamlessly integrate all infrastructures of ingest, production, and post production, to allow a quicker and more efficient production processes
- Provide a ~~faster-faster-than~~ realtime means of transferring recorded material to/from post production, shrinking content-to-air time and giving the production team more time to create more finessed and polished edits
- Perform to the highest level of reliability
- Be directly upgradeable to future production in HD

SOLUTION >

EVS came up with a solution that would fulfill all the requirements of Fabelaktiv. A 6-channel XT[2] production server controlled by IPDirector software is used for ingest from the studio and recording of the camera feeds. The recorded material is transferred through an XStore[2] media storage system working as a physical gateway to the Avid system. Fabelaktiv operates an Avid Unity MediaNetwork with 24 TB storage capacity and Avid Interplay Media Asset Management tool. The finished programs ~~is-are~~ transferred with Avid Unity TransferManager to the XT[2] production server for playout. The XStore[2] media storage system is also used for backup and archive archiving.



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MULTI-CAMERA INGEST AND SEAMLESS INTEGRATION WITH AVID POST PRODUCTION >

Fabelaktiv is using the XT[2] in the live broadcast and near-live productions, as ingest and playout server. The studio is prepared for 8 cameras where feeds can be ingested and recorded on the XT[2] according to the capacity of the server. In the near-live productions the production team does rough edits on the recorded material with IPDirector and the clips are transferred to the Avid facility. The XStore[2] is used both as a physical gateway to the Avid infrastructure and as a backup of critical content to the live studio productions. The finished programs are transferred with Avid Unity TransferManager to the XT[2] production server for playout.

Kjetil Aalerud, Technical Manager at Fabelaktiv explained why they invested in the EVS solution:-

"We wanted to modernize the linear ~~tapebased~~tape-based workflow in the studio production, ~~having-and have~~ a completely ~~filebased~~file-based workflow. The post production at Fabelaktiv was already ~~filebased~~file-based and we wanted a solution that would get the recorded material from the studio onto our Avid infrastructure as quickly as possible. Looking at different ingest solutions it became clear to us that EVS would provide the best workflow and the flexibility we wanted".

With EVS technology, Fabelaktiv has seamless integration between studio production and Avid post production, without any transcoding of media format. The media is transferred faster than realtime to and from the Avid Unity central storage, making the ~~program-program~~making ~~process~~ more efficient.

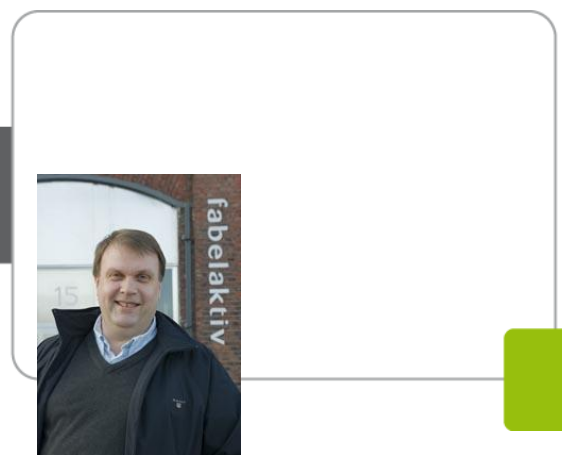
"We are saving valuable time with the tapeless ingest system," said Aalerud.- "No more need of batching material from tapes is shrinking content-to-air time and making the workflow much more efficient. The production team has more time to improve the quality of the programs, as they can start working with the material as it is recorded. We are also saving costs by getting our aging Digibeta VTR's out of the workflow. And with the seamless integration to the Avid infrastructure we are well prepared for future production in HD".

Broadcasting live productions and being the producer of the national lottery drawings on national TV in Norway meant Fabelaktiv had to take reliability into account. ~~Not-in-any-way~~Of course, this is not a challenge that is unique to Fabelaktiv, but ~~was~~ still an important factor.

"At Fabelaktiv we are bound to strict contracts, with high standards of delivery," said Aalerud.- "Our customers do not accept any downtime. We had to invest in technology and a reliable workflow we can trust at all times. The EVS technology has proven its reliability and we are really satisfied with its performance".

Fabelaktiv's main goal was to modernize the workflow and secure the production of existing products and services. However, EVS technology also opens new business opportunities.

"Our new workflow has become modern and very efficient," said Aalerud.- "The XT[2] production server is used as ingest system in OB-trucks in Norway. When we hire OB-trucks for multi-camera productions outside our studio facility we can bring a disk with the recorded material back to our headquarters and transfer the content onto our Avid Unity MediaNetwork to do all the post production in-house. This also means that other production companies wanting the advantages of this workflow can do the post production at Fabelaktiv", said Kjetil Aalerud, Technical Manager.



Kjetil Aalerud,
Technical Manager at
Fabelaktiv

BENEFITS >

- Fully tapeless workflow increases the efficiency of ~~program-program~~-making
- Seamless integration between EVS production systems and Avid post production
- Effective clip transfer management between EVS and Avid shrinks content-~~to-~~-air time
- Improved efficiency of media access to the Avid suites, ~~giving_gives~~ the production team more time to create more finessed and polished edits
- XT[2] production server ~~having_includes~~ HD-ready hardware and native support of HD formats, ~~so it is-makes-it~~ directly upgradeable to future production in HD
- Reliable backup and archiving of critical content with XStore[2]
- The XT[2] production server provides the highest level of reliability
- Having the most modern workflow in Norway opens new business opportunities

QUOTATIONS >

"Fabelaktiv's main challenge was to modernize our linear ingest system based on ~~Bigibeta-Digibeta~~ VTRs, to have a completely file-based workflow from ingest via Avid post production to play out. The EVS technology saves valuable time in the production, time we can use to make better programs"-."

"Fabelaktiv are bound to strict longterm contracts and our customers do not accept any downtime. We had to invest in technology and a workflow we can trust at all times"-."

"The ease of using the EVS system is demonstrated by the fact ~~that~~ we started operating it shortly after installation. EVS has also done an excellent job training our staff to enable us to utilize the full potential of the system"-."

"The main benefits of the EVS system are more efficient and better productions, and improved quality of the programs. The EVS system integrates flawlessly with our Avid Interplay and Media Composers, forming a completely file-based workflow we are really satisfied with"-."

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