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# Making more of media

**T**he adoption of digital operations, and the new technologies underlying that shift, has allowed broadcasters to realise much richer functionality than was available through earlier analogue systems. Among the new technologies enabling better handling of media is the award-winning Volicon Observer.

A sophisticated yet easy-to-use broadcast monitoring, streaming, and archive solution, the Observer delivers exceptional power and capabilities to ordinary desktop computers. Multiple channels of content are available on-demand, live or archived, from any desktop, where users employ a Web-based GUI to search, retrieve, view, analyse, annotate, share, and export video. Thus, the broadcaster can turn mission-critical video broadcasts into work material, both to increase efficiency and extend the value of media assets.

The Observer's unique ability to archive media for verification, analysis, and repurposing relies on recent advances in digital video compression and in the

development of Internet-based tools. The robust toolset enabled by digital technology offers significant workflow improvements over traditional tape-based monitoring. Arguments surrounding the low cost of tapes and ease of integrating VTRs into existing analogue environments just don't hold water anymore, particularly as the cost of digital storage and infrastructure has dropped, making it easier than ever to store video data inexpensively over long periods of time.

Developments in Web-based work tools used over high-speed Internet connections also have changed how broadcasters can work media, and Observer takes advantage of these new tools as well. Sharing and distributing digital media virtually anywhere has become easier and more affordable, and today most broadcasters have access to or already have invested in the necessary network infrastructure to do so. Thus, on-air content recorded by Observer can be shared with remote users - or streamed live to a remote monitoring location - for the purpose of

remotely over a high-speed network, can access content simultaneously. Thus, media is available to any authorised user, anywhere, at any time following the broadcast.

Likewise, the duplication of recorded media is much faster with Observer than with tape-based systems. Operating in a digital environment, Observer maintains the quality of media, without the loss associated with VHS tape. Multiple copies of media can be created and distributed without risking the quality of content or removing media from archives at the risk of physical loss.

The Volicon Observer gives the individual operator greater functionality while enhancing overall workflows. The system's advanced monitoring capabilities allow for centralised monitoring, competitive news analysis, quality of service (QoS) monitoring, automated import of as-run logs, and advanced ad and content verification through closed-captioning text and keyword searches. This new generation of monitoring technology also adds value to content repurposing operations, as recorded content can be easily clipped and published on a Web site or pushed to mobile devices.

Distribution of media assets to viewers over new platforms such as the Web and mobile devices offers broadcasters the opportunity to increase revenues leveraging assets they already own. Content recorded via the Observer can be clipped and easily published to a Website, or pushed to mobile customers via PDAs, handheld video players, and cell phones.

Broadcasters are finding that posting current events, sports highlights, and breaking news online can help promote televised news programming and offer the community a valuable, current and 'always-on' source of local information. With the tools to make content available as news develops, broadcasters can deliver the most up-to-date and accurate information. Using a very similar workflow, broadcasters also can deliver breaking news and other valuable content via mobile device, flexing their unique news content for a broader audience.

As digital video technologies continue to evolve, so too does the Observer system and the value-added features it provides. Few broadcasters would dispute that digital operations are the current standard, and digital monitoring is no exception. Observer offers users a range of new tools that enrich daily broadcast operations and open up new opportunities for efficient growth.



validation, analysis, or repurposing.

The Observer, like most digital systems, provides nonlinear access to media, making specific recorded content immediately available for review or repurposing. Unlike tape-based systems, the Observer makes data accessible as soon as it's recorded, not four or eight hours later. Users across a facility, or working