



Centralized Monitoring for the Station Group: Raycom and ION Media Networks

For large station groups, the Observer provides a centralized hub for monitoring, viewing, organizing, and repurposing live and archived content from any station in the network. The Observer captures content from any source. Outlying stations and transmitters can be monitored from any central location, such as a NOC, hub, or even an engineer's roaming laptop.

Raycom Media, one of the U.S.'s largest broadcasters, monitors 30 geographically dispersed stations with the Observer's centralized monitoring configuration to evaluate broadcast elements ranging from on-air talent to corporate image and use of graphics. "The Observer gives us powerful new tools for improving our business at both the group and station level," said Dave Folsom, vice president of technology and CTO at Raycom. "We use the central Observer monitoring system to provide station group executives and consultants with immediate and comprehensive access to all of Raycom's broadcast stations. The Observer solution has been a perfect fit for us, both in function and budget."

ION Media Networks has implemented the Observer at each of the network's 56 television stations located throughout the U.S. to maintain across-the-board quality of service (QoS) standards, compliance logging, and ad verification, while providing centralized video monitoring and review capabilities to management. In addition, ION Media Networks has installed a central Observer monitoring server at its headquarters in St. Petersburg, Fla., which enables company executives to monitor and review content by city and by channel. "The Observer is an essential player in our overall strategy to transition to a digital, file-based infrastructure for broadcasting operations, and we believe it will be an ideal solution for standardizing on a single monitoring platform across all of our stations," said Shea Clark, director of engineering support and services at ION Media Networks.