



PROJECT:

RSI (Radiotelevisione svizzera di lingua italiana)

LOCATION:

Lugano-Besso

GOAL:

Overhaul its approach to media asset management, at the same time needed a tool for post-production, that would help it import, acquire and organize all the material needed for editing video



RSI Turns to Primestream to Power Media Assets and Editing

When Swiss Italian language broadcaster RSI (Radiotelevisione svizzera di lingua italiana) needed to overhaul its approach to media assets and editing, it found a unique challenge. The public service broadcaster - based in Lugano, Ticino – operates three radio stations, two TV channels and a wide range of multimedia services and is part of SRG SSR.

RSI wanted to overhaul its asset management, but at the same time needed a tool for post-production, that would help it import, acquire and organize all the material needed for editing video in Apple Final Cut Pro® and audio in Avid® Pro Tools®.



RSI partnered with US-based media solutions leader Primestream to use its Workflow Server™ production and automation platform, for documentaries, magazines and studio productions.

The Primestream Workflow Server™ software platform provides industry professionals with essential tools that allow craft editors to easily browse their media database and trigger customizable script-based Workflow Server™ automated workflows. The Primestream solution allowed RSI in 2015 to move the craft editing tool from Final Cut Pro to Adobe® Premiere Pro®.

For RSI, the production process begins in the Traffic System. The product versions to be created are defined, and, if necessary, it is determined which files or parts of files to restore from the digital archive.



By sending this info Workflow Serve via XML, the interface created by Primestream works with RSI's Traffic System to interpret the data and creates a structure with the project number, place holders for the final product to be produced. Then, from a link, the archive material is automatically moved by the broadcaster's system. This means it is possible to add material to the project at any time.

The Primestream Workflow Server Client is installed across RSI's office PCs, making it possible to view all the files that are present in the projects. This allows editors to make a choice of content to use during the editing process.

At the end of the production process, video and audio metadata are added that describe the content and positioning of the various languages. These parameters are used by the transcoders to standardize the product to RSI's diffusion and archiving standard.



One core challenge for RSI was to clearly mark content across Switzerland's three official languages (German, French and Italian), with the goal to have 2 languages in the end product, both with stereo and 5.1. RSI Senior Broadcast Engineer Franco Tarchini explained:

"For that we have to use the metadata to describe the language for each track and which we would have identified about 60 different audio use cases, which is a huge workload, but Primestream makes this much easier for us."

RSI also uses Primestream's technology at its Workflow Server Ingest Operations Center. The Ingest Operations Center is responsible for purchasing and downloading content from the major sources, and ingesting video content that will be utilized for RSI programs and productions. All these parts (video files, audio files, pictures) have to be inserted into the project used for video editing, with the material often supplied on different systems and formats.

The purchased material is imported and submitted to an automatic quality control, where the identification of the file and the test result is provided in Workflow Server to fill in the metadata.

RSI also has incorporated into its operations the Workflow Server Primestream Xchange™ Suite to access the material from remote locations. Xchange is a web-based, enterprise-ready software platform offering single and multisite operations global access to their content and workflows. With the Xchange Suite, content can be uploaded from any location in the world, visualized remotely, downloaded as a proxy at another location where the content can be edited and upon completion of the proxy edit it is synchronized with the high resolution in order to complete the production process.

"We have a great relationship with Primestream, added Tarchini". "The Primestream Workflow Server allows directors who prepare a production and collaborators in charge controlling the quality of the product, to be able to perform these operations remotely and more easily".

About Primestream

Primestream is a leading provider of asset management, automation software, and workflow orchestration solutions for media and production operations that are scalable and highly configurable across markets, platforms, and infrastructures to ensure long-term flexibility and value. With a long history in media creation workflows, Primestream combines best-in-class technology with proven reliability to help optimize media creativity for enterprise, digital media, sports, and broadcast operations worldwide. Primestream products leverage deep expertise and insight into market trends and customer requirements to connect content creation, collaboration, asset management, production, and delivery together in an optimal workflow.

Primestream has received multiple awards such as 2020 Product of the Year by the NAB, Best of 2020 Show by Television Technology and many others in recognition of its advanced technology and innovation.

The Primestream software suite has been field-proven in a wide range of production facilities for many of the world's leading broadcasters and corporations, such as Vice Media Group, Microsoft Production Studios, Cisco Global Television, NFL Networks, NFL Films, StreamTeam, AT&T Sports, SunTV, Disney, New World Symphony, Verizon Media Group, Fortune Magazine, Time USA, Business Insider, USC Annenberg School for Communication and Journalism, MTG Sweden, Newsy, and many more.

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More information on Primestream solutions:

[Primestream.com](https://www.primestream.com) or on   

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