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Photon Beard is a major provider of studio and portable lighting for the professional broadcast market worldwide, as a result of the proven build quality and reliability of our equipment. With our recent growth, we are now in a position where we are continually developing new innovative products, all designed and manufactured at our UK factory.

Our most recent introduction is a range of compact Tungsten studio Fresnels, from 300W to 2kW, featuring our customary dependable design and construction, and incorporating an innovative application of lamp technology and optical design.

Full details of our extensive range of fluorescent and tungsten lighting, and our studio design and installation service are available from our website.



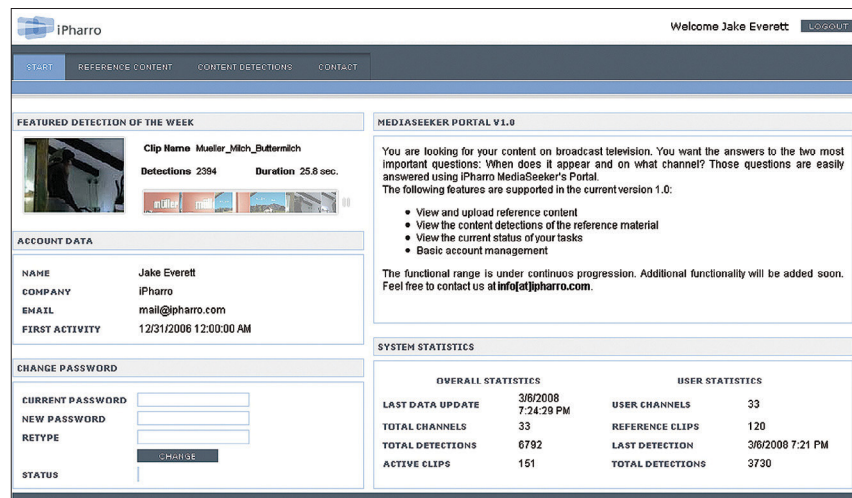
www.photonbeard.com



Photon Beard

Unit K3, Cherry Court Way, Stanbridge Road,
Leighton Buzzard, Bedfordshire, LU7 4UH, United Kingdom.

Tel: +44 (0)1525 850911 Fax: +44 (0)1525 850922
info@photonbeard.com



Content ID and monitoring for intensive news analysis

ZDF scoop with iPharro

Video Analysis

By Fergal Ringrose

Given the broad range of news sources now available to media consumers, the timely and compelling presentation of relevant news content is critical to capture audiences and ad revenues. Keeping this in mind, as part of an internal analysis of its newscasts, broadcast giant ZDF undertook a qualitative and quantitative study of how its news broadcast format compared with those of competing network stations. Deploying video analysis technology from Germany's iPharro Media, ZDF evaluated video from its own and competing newscasts to determine how — and to what extent — TV broadcasters used identical or differing footage.

ZDF used the iPharro Media TVCM end-to-end automated TV content monitoring system, based on patent-pending video fingerprinting technology, to identify broadcast media content on ZDF and, in turn, analyse the newscasts of other major German TV networks and pinpoint the exact time, channel, and version of similar content airing on those networks.

Over a period of a week, the iPharro TVCM software used the unique 'fingerprint', a readily identifiable characteristic of each video stream to compare analogous video segments and quickly and accurately highlight their level of similarity. With the ability to identify these fingerprints and recognise images that had been modified with text overlays, graphic overlays, and scene deletions or insertions, the iPharro technology served as a tool for locating video used commonly across news broadcasts, and for discerning differences between reference and broadcast content with accuracy down to the frame level.

The TVCM software can be scaled and configured to monitor any number of channels simultaneously, yielding results just minutes after the broadcast. Its difference detection and reporting capabilities allowed ZDF to narrow its focus, quickly isolating specific video segments from all competitor broadcasts over seven days. The broadcaster was then able to make qualitative assessments of how specific frames within each of those aired video sequences had been modified in relation to the ZDF reference video.

B4U builds playout model on Netia MAM

MAM Software

By David Stewart

B4U is a leading Bollywood television network. Incorporated in 1999, the broadcaster quickly carved out a distinct niche in the global broadcast market while expanding its channel offering and operations across the United States, UAE, UK, and India.

Today, viewers in more than 100 countries watch B4U's film, music, and entertainment programming delivered via satellite. The network's growth and ongoing production and acquisition of popular content, along with an increasing need for versatility in preparing and distributing that content, prompted B4U to find a fast, efficient solution that would allow content created in India to be ingested and accessed remotely for editing and subsequent playout to the appropriate markets.

To address this challenge, B4U completed a deal with GlobeCast, a subsidiary of France Telecom — Orange, by which GlobeCast is providing tapeless playout and media management services for eight of B4U's worldwide channels. The broadcaster

had already worked with GlobeCast to deliver the B4U Movie channel to the Middle East. Now, in addition to leveraging GlobeCast's secure global satellite network for channel delivery, B4U is working with the company to ingest and archive of 22,500 hours of content and to implement a streamlined model for managing and manipulating this content more cost effectively.

The resulting solution, built on the Manreo media asset management (MAM) software system from GlobeCast subsidiary Netia, enables B4U to ingest and deliver content made in India to a library in GlobeCast's central London facility. Editors at B4U can immediately access, edit, and finish content prior to playout in a tapeless workflow that minimises both cost and timing issues.

As B4U's collection of tape-based content is ingested in high-quality master format (30Mbps) for storage at GlobeCast's facility, Netia's Manreo software allows B4U staff members to search, view, edit, and organise the content from their offices in India and London. Manreo generates browse proxies, enriching media through speech-to-text functionality, and providing easy access to media.