

# Scientology Network Achieves True Global Reach Using Grass Valley Solutions

## The opportunity: Turning a 1912 production landmark into a 21st-century media facility

An ever-growing and curious worldwide audience sparked the need for the Church of Scientology to establish an uncorrupted channel of communication to answer that curiosity. This led to the establishment of [Scientology Media Productions](#) (SMP), a centralized hub for every aspect of media creation and global communications.

For Scientology Media Productions to deliver content to a worldwide audience, it needed to transform a 1912 Hollywood production landmark into a 21st-century, digital media hub with unlimited scalability. The new studio needed to integrate all aspects of audio-visual production, signal distribution and broadcast playout, all on one lot.

The Church tasked the studio with making the best use of traditional and emerging media technologies. Through early discussions with Grass Valley it became clear that Scientology Media Productions' vision required a one-of-a-kind, completely state-of-the-art digital media facility.

## The solution: Creating an end-to-end workflow for global storytelling

Scientology Media Productions partnered with Grass Valley to create a cutting-edge and dynamic media production facility capable of everything from capturing content, ingest, storage, networking, production and broadcast. The production team at SMP was already familiar with individual Grass Valley products, having used the Kalypso switcher and K2 Solo media server for their international live events. SMP's relationship with Integrated Media Technologies, a Grass Valley channel partner, introduced them to a greatly expanded Grass Valley portfolio. Even more important than the knowledge about new products and technology was the ability of Grass Valley to integrate multiple solutions — a key component other companies simply could not provide.

Drawing on its experience with Grass Valley's reliability and support with products, SMP felt it was important to stay true to an all Grass Valley design, to provide the highest possible quality across all departments.

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- Chan Mahon, EVP of Broadcast Systems  
Integrated Media Technologies (IMT)



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“The Board’s vision for SMP from the very beginning was to build a completely new and modern core, centralizing all studio systems using top-of-the-line components with no compromise on quality,” said Chan Mahon, EVP of Broadcast Systems at Integrated Media Technologies (IMT). “Grass Valley was selected during the final design because they have solutions that provide the reliability, quality, workflow integration and training we were looking for. Not to mention, Grass Valley solutions integrate and work well with other top-of-the-line technical systems — it was just the right fit all around.”

Today, the SMP complex operates with Grass Valley solutions at all levels of production, which provide SMP the flexibility to scale to whatever formats they need.

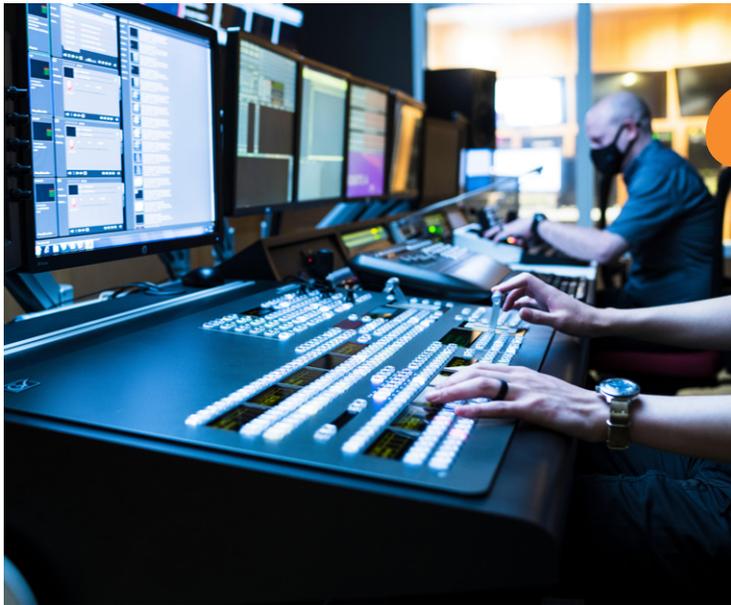
“SMP now has a system that can integrate numerous departments from production stages to control rooms to storage to playout—this integration provides a very sturdy base and a certainty that we know what we have is going to work,” added Mahon. “SMP now has unity across the boards.”

SMP installed a [Karrera K-Frame S-series Video Production Center](#) with 3 M/Es to integrate with its existing Grass Valley workflows.

The choice of the three RS-LDX Première integrated robotic camera solutions came down to quality and interoperability. The robotic cameras work in conjunction with an Ignite Automated Production System and are used for multicamera studio productions. SMP also selected 10 LDX 80 Première 1080i/720p studio cameras with upgrade paths to 1080PsF and 3G.

For infrastructure, SMP selected 10 [Densité 3+ FR4](#) modular frames for advanced signal processing, along with AMX 3G/ HD/SD 8-channel analog audio embedders. With the Densité 3+ FR4 frame, SMP benefits from the 24 slots with a power requirement of only 25 watts per slot. They also selected iControl customized end-to-end facility monitoring to manage the highly distributed multichannel operations and connectivity throughout the complex.

To better create, manage and distribute content around the world, Grass Valley equipped SMP with a production workflow that includes a combination of cameras, routers, production switchers, integrated playout, infrastructure equipment and much more.



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### The outcome: A robust workflow, a new network launch and Stay Well campaign

During the planning phases of the new studio, it became apparent that Grass Valley was the only company that had the requisite range of products and services to seamlessly provide the advanced production capabilities SMP required to take on many new forms of production. In addition, these new systems allow other forms of production that are destined for web, mobile and international distribution.

While being able to integrate new and old equipment has been a challenge in the past, with both baseband and IP workflows, Grass Valley provided a smooth migration path.

The technical establishment of the studio culminated in the launch of Scientology Network, an award-winning TV network with all content streaming live in 17 languages (a first in broadcast history) and which has now been viewed in every country on earth. The network is available on DIRECTV Channel 320 and can be streamed live at [scientology.tv](http://scientology.tv) as well as streaming platforms such as AppleTV, FireTV, Roku, YouTube and mobile apps for smartphones and tablets.

When the world faced the unprecedented challenges of the pandemic, the state-of-the-art media center was able to use the versatility and flexibility of its Grass Valley systems to quickly transition from producing content for the Scientology Network to creating and distributing the global [Stay Well campaign](#). A massive multimedia operation, the internationally acclaimed Stay Well campaign has educated and informed communities in over 200 nations on how to protect themselves and others against the spread of bacteria and viruses.

“Having a true technical partner in Grass Valley, as opposed to simply a vendor relationship, is a benefit that is simply unobtainable with other manufacturers. Grass Valley is the only vendor that could cover all aspects of the project from cameras and switchers to servers, payout, production automation and cabling,” said Chan Mahon.

In recognition of creating the most modern and sophisticated digital media facility of its kind, Mahon continued, “Grass Valley just made sense. SMP was looking for a single vendor that could handle an end-to-end design, supplying all of the equipment while providing the 24/7 support to help get the new studio off the ground. SMP needed a partner, not a vendor, and that is exactly what we got with Grass Valley,” concluded Mahon.

See behind-the-scenes and the creation of the studio here: [www.scientology.tv/smp](http://www.scientology.tv/smp)



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