

CASE STUDY

tvOne



CUSTOMER

tvOne
Jakarta, Indonesia

CHALLENGES

Outfit a new street-level studio for live HD news and current affairs productions that showcases the latest in broadcast technology

SOLUTION

LDK 3000 HD cameras and Kayak 3 M/E HD production switcher

BENEFITS

An HD production system that helps tvOne produce high quality programming that attracts and retains viewers with compelling, quality programming.

tvOne Opens New Street-Level Studio With Grass Valley HD Production Technology

BACKGROUND

Launched in 2002, tvOne is an Indonesian privately-owned national television broadcaster based in East Jakarta and is owned by PT Visi Media Asia Tbk. tvOne broadcasts talk shows, current affairs, and sports programming daily. Aside from its daily news bulletins, tvOne broadcasts a three-minute news summary every hour outside its bulletins and live breaking news.

The average daily TV viewing time in Indonesia is four hours and forty minutes (*Asia Media Journal 2013*, Q1 edition), so it is imperative for broadcasters to attract and retain viewers with compelling and quality programming. While ratings data indicate that viewer loyalty to specific programs are rising, broadcasters are driven to deliver programming in high definition. With the migration to HD, tvOne has a distinct advantage to not only produce high-quality content but also to lock-in viewers, which then translates to increased audience value to advertisers.

When tvOne wanted to migrate its station operations to high-definition late last year, they decided to do it in style. In 2012, the largest broadcaster (in terms of news viewership) in the country put the finishing touches on a street-level, glass-walled studio that gives passersby a glimpse of how television is made. The new studio is located away from tvOne's main broadcast facility in East Jakarta and located within the Epicentrum, Jakarta's gleaming new shopping mall, which translates to lots of pedestrian traffic (which looks good on-air). Other programs are shot within the atrium of the shopping mall, making shoppers part of the action.



SOLUTION

From its new studio, tvOne broadcasts a mixture of news, sports, and entertainment, distributed via terrestrial TV service. Djatmiko S.A.S, manager of technical support at tvOne, intended to provide viewers a showcase of what tvOne can do in terms of producing the best programs for its growing audience. This meant installing the latest video production equipment, including six new Grass Valley® LDK 3000 HD cameras and a new Grass Valley Kayak™ 3 M/E HD production switcher. He wanted the best and most reliable equipment for the studio, and it also needed to be cost-effective.

In fact, Djatmiko said, his team has so much respect for the Grass Valley brand that they have included special signage around the studio that prominently displays the Grass Valley logo.

"Grass Valley is a trusted brand in the Indonesian broadcast community, so we wanted to let people, even our viewers, know that we are using it," Djatmiko said. "For us, Grass Valley means high-quality broadcasting, and that's what we are doing here in the new studio."

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Djarmiko S.A.S, manager of technical support,
tvOne



BENEFITS

The LDK 3000 HD camera leverages Grass Valley’s in-house-developed Xensium CMOS imagers to produce pristine images. It uses three 2.4 million-pixel CMOS imagers, which allows the camera to switch between 1080i and 720p HD resolutions. A low-cost commercial option delivers the ability to shoot film-style in 25p and 29.94p. The LDK 3000 also uses the Grass Valley 3G Triax/Fiber transmission system to allow cable runs up to 1,200 meters.

The Kayak HD production switcher is a powerful, multiformat switcher, featuring a compact design, superior image quality, and a number of high-end features designed for live production, corporate studios, and

editing applications in environments. Kayak’s multiple configuration options provided a right-priced solution for tvOne and met their production requirements.

The sale was also a major win for Grass Valley, as it was the first significant purchase among Indonesian broadcasters since 2007 (when tvOne bought a Grass Valley Zodiac switcher and some signal conversion equipment). Indeed, things have been very quiet in terms of technology investment in Indonesia, but that has all changed now with the new tvOne HD studio—which is also the first in the region to use the Grass Valley LDK 3000 HD camera. Prima Group, the exclusive Grass Valley dealership in Jakarta, coordinated the sale and installation of the new Grass Valley equipment.



“With our past experience using Grass Valley products for our studios, the decision to upgrade to newer Grass Valley products for our HD studio was no-brainer. By implementing live production solutions from Grass Valley, tvOne is assured that our studio operations are fully equipped with world-class and robust kit, all of which enables us to deliver a fail-proof HDTV experience to our viewers.”

Djarmiko S.A.S, manager of technical support, tvOne

ABOUT GRASS VALLEY

Grass Valley is changing the way live television is made and delivered. Recognized with 18 Emmy® awards for technology innovation, Grass Valley’s product portfolio—from image acquisition to playout—offers a complete end-to-end workflow of flexible, future-proofed solutions which enable broadcasters and content owners to build multiscreen, multiplatform futures. By simplifying and enhancing the way content is produced and distributed, Grass Valley gives customers the freedom they need to be creative in the studio, the field, and the newsroom. Merging optimizations of IT technologies with best-in-breed media

systems, Grass Valley’s next generation solutions deliver higher quality and greater efficiencies. Customers include world-leading broadcasters, teleproduction facilities, service providers, government, religious, educational, corporate, and independent video professionals. Grass Valley is headquartered in Hillsboro, OR, and maintains local presence across the globe with offices throughout North and Latin America, Europe, the Middle East, and Asia-Pacific regions.

For information about Grass Valley solutions and services, please visit: www.grassvalley.com.

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