



Phoenix TV Upgrading to HD to Better Serve the Chinese-speaking World



CUSTOMER

Phoenix TV, Hong Kong www.ifeng.com

Phoenix Satellite Television, US

www.ifengus.com/?q=content/english

SYSTEM DESIGN: BFA www.bfallc.com

CHALLENGES

Moving into a new facility and then upgrading to HD

SOLUTION

Phoenix TV worked with BFA and Grass Valley to determine the most appropriate workflow, the best equipment to address the multiple types of programming offered, and developed an in-depth training program to get the production crew up to speed quickly.

Grass Valley Products



- **LDX 80 Flex cameras**
- **LDX C80 Compact camera**
- **Karrera K-Frame production switcher**
- **GV Director nonlinear live production center**
- **Kaleido multiviewer**
- **NVISION routing and control system**
- **K2 Summit 3G media servers**
- **Densité processing**

Background

Phoenix Satellite Television began broadcasting in 1996 with the philosophy of “reducing the distance within the global Chinese community and expressing the voice of Chinese to the world,” providing Chinese everywhere with high quality Mandarin Chinese television programming. After nineteen years, Phoenix developed beyond a one-channel station into a multichannel television broadcaster also serving the Cantonese speaking Chinese.

The Phoenix Chinese Channel, the Phoenix InfoNews Channel, the Phoenix Chinese News and Entertainment Channel – which broadcasts in Europe, the Phoenix North America Chinese Channel, the Phoenix Movie Channel and the Phoenix Hong Kong Channel all combined, draw an audience in excess of 250 million viewers worldwide.

For its North American viewers, Phoenix TV launched Phoenix Satellite Television (U.S.) in 2001, just outside of Los Angeles. The US-based operation produces three channels: the Phoenix North America Chinese Channel, the Phoenix InfoNews Channel and the Phoenix Hong Kong Channel. The station delivers live news, variety, talk, game and entertainment shows across three channels, all produced in standard

definition (SD); available via subscription over satellite and cable outlets. As the station’s popularity increased, so did the need for new, higher quality programming and a larger facility that could meet Phoenix TV’s programming needs.

In early 2015, Phoenix TV moved to a new facility and made the upgrade from SD to high definition (HD) to match their viewers’ appetite for higher quality content and more of it. The station tapped system design firm BFA for help in finding the best HD solution to equip the new facility. After considering a number of options, BFA and Phoenix TV selected Grass Valley, a Belden Brand, for the new HD system.

“We worked very closely with our chosen designer/integrator, BFA, and together we selected a majority of Grass Valley equipment after demonstrations and discussions determined that they could provide the best combination of workflow, efficiency and affordability that best meet our current needs and allow us a path for additional expansion in the future,” said Glenn Lin, Finance Manager, Phoenix TV.

Challenges

There were a few challenges along the way, not the least of which was moving into a new facility, and then making the move to HD. Phoenix TV also needed to consider the cost of the system – both CAPEX and OPEX, training and being able to keep the same production crew, the ability to expand the system over time and, of course, delivering high quality programming to satisfy its viewers.

“We worked very closely with our chosen designer/integrator, BFA, and together we selected a majority of Grass Valley equipment after demonstrations and discussions determined that they could provide the best combination of workflow, efficiency and affordability to best meet our current needs and allow us a path for additional expansion in the future.”

Glenn Lin,
Finance Manager, Phoenix TV

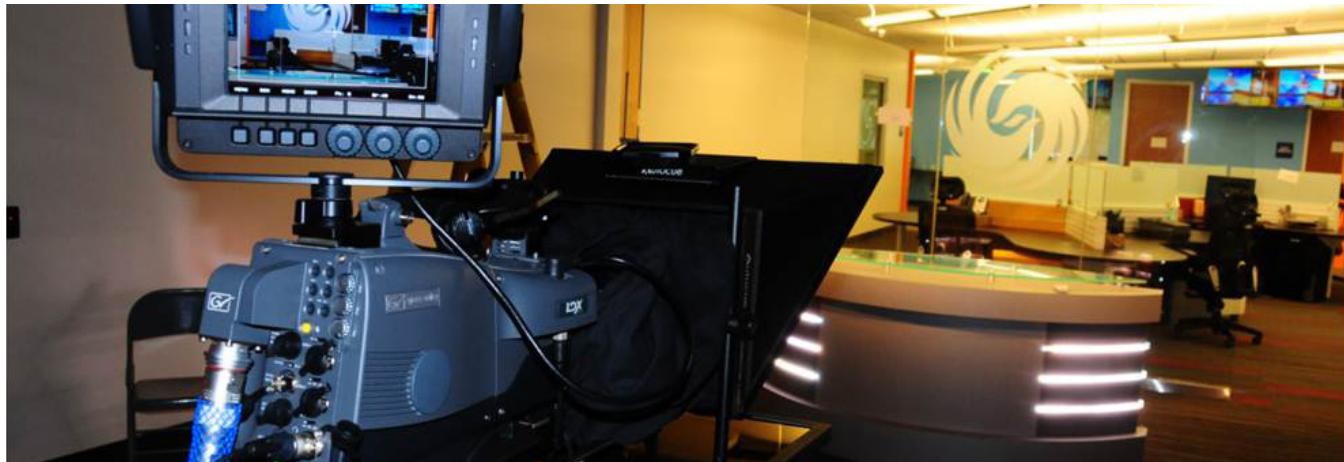
Solution

The new facility has a total of three studios—two dedicated to news and one that can serve either news or function as a studio for its other programming, including productions with a live in-studio audience. Phoenix TV worked with BFA and Grass Valley to determine the most appropriate workflow, the best equipment to address the multiple types of programming offered, and developed an in-depth training program to get the production crew up to speed quickly. The new solution also includes remote access to its Hong Kong news studio to produce content in cooperation with the team on the other side of the globe.

"Moving to a new facility and doing a complete switch from analog to digital is a massive undertaking, so it was very important that our crew had the proper training to smoothly make the transition," commented Lin.

K-Frame and GV Director. The NVISION 8500 router and control system is interconnected to both the Kaleido multiviewer and the Karrera K-Frame, allowing all of the naming conventions and tally information to move between all of the systems for easy monitoring and transfer of video, audio and data. The Kaleido multiviewer provides all of the critical monitoring functions for both the production and on-air systems, including each of the two news studios and control rooms as well as the main studio and control room.

For signal processing throughout the facility, Densité frames perform a wide variety of distribution of audio and video, as well as up/down/crossconversion. Densité also provides processing of video and audio and specific embedding and de-embedding of audio signals to support all of the different requirements of a multichannel broadcast and production facility.



Suite of the latest Grass Valley HD equipment

Phoenix TV selected a mix of full-size and compact cameras for its three studios, a single production switcher frame that allows connection to multiple control panels and maximizes the use of resources across the facility, a routing solution interconnected with multiviewers for easy monitoring, along with servers and signal processing. This solution allowed the team to purchase the highest quality equipment for their production needs while staying within budget.

The LDX 80 Flex and LDX C80 Compact cameras are used in both newsrooms and the production studio. The cameras can be upgraded on a 7-day or perpetual basis with any of the production formats in the LDX 80 series and LDX C80 compact series, up to 3G 1080p60. The team selected the Karrera K-Frame Video Production Center switcher as a single source with multiple panels to support all three in-house studios. This software-based switcher with its modular design and upgrade path mean the station can expand capabilities whenever needed. Serving as the production platform for the Phoenix InfoNews studio is the GV Director Nonlinear Live Production Center that provides integrated video switching, multilayer effects, animated graphics and multiviewer monitoring all from one tool. The facility also produces content specifically targeted for broadcast in Asia using the resources and materials gathered from the North American facility—providing a different point of view for the hometown audience. GV Director gives the Hong Kong news teams the ability to raise the production value of this content while increasing the amount of content it is able to produce and deliver.

K2 Summit 3G media servers provide support for the input recordings and output playback of multiple newscasts throughout the day, as well as for in-house productions with clip playback through the Karrera

"Moving to a new facility, doing a complete switch from analog to digital and making sure our crew was properly trained was a massive undertaking for Phoenix TV."

Glenn Lin, Finance Manager, Phoenix TV

"In transitioning the facility from analog SD to HD, it was important that the production crew receive the best training so that they felt confident in their ability to work to their fullest potential," said Mustafa Erdogan, Chief Engineer, Phoenix TV. "With that in mind, the trainers worked with each production crew member to understand their skill level and production role—allowing the trainers to suggest new, more efficient production methods and options to increase content output and improve the quality of production delivered to viewers."

Thanks to the logical layout of the control panels and configuration screens and the similar look and feel designed into each of the products, this made it easier for the production crew to make the transition from SD to HD. It also helped the crew to better understand how each of their actions affected the equipment.

The crew's confidence in using the new equipment made a huge impact on the quality and quantity of content produced. As a result, Phoenix TV is gaining new subscribers across the globe. "The equipment is delivering more than we ever expected and the hands-on training was a big part of why we selected Grass Valley and BFA," commented Erdogan.

"Keeping our original analog facility on the air, working with our design and integration team to ensure a smooth transition to the new facility, and getting our staff trained and ready for the move to digital kept us all moving as soon as the project began. The Phoenix team, together with BFA and Grass Valley helped make this a reality, providing our operations and production teams all of the information and training required to make the transition a success and to achieve our goals."

Mustafa Erdogan, Chief Engineer, Phoenix TV



Benefits

The new system, combined with the smart facility design, enables each channel to deliver more high quality content using the same crew size with the reliability the station needs. And with faster and more effective notification, in the event of problems, downtime and costs associated with maintenance and troubleshooting have been greatly reduced.

"Our subscriptions have increased significantly making it even more critical that we deliver the best quality programming with a system that is reliable and efficient. Thanks to Grass Valley and BFA, we have that system."

Mustafa Erdogan, Chief Engineer, Phoenix TV



WWW.GRASSVALLEY.COM

Join the Conversation at **GrassValleyLive** on Facebook, Twitter, YouTube and **Grass Valley - A Belden Brand** on LinkedIn.



www.grassvalley.com/blog

GVB-1-0243B-EN-CS

This product may be protected by one or more patents. For further information, please visit: www.grassvalley.com/patents.

Belden®, Belden Sending All The Right Signals®, the Belden logo, Grass Valley® and the Grass Valley logo are trademarks or registered trademarks of Belden Inc. or its affiliated companies in the United States and other jurisdictions. Grass Valley products listed above are trademarks or registered trademarks of Belden Inc., GVBB Holdings S.A.R.L. or Grass Valley Canada. Belden Inc., GVBB Holdings S.A.R.L., Grass Valley Canada and other parties may also have trademark rights in other terms used herein.

Copyright © 2015, 2019 Grass Valley Canada. All rights reserved. Specifications subject to change without notice.