



NOS Audiovisuais Looking to Grass Valley for reliable and scalable integrated playout solution



CUSTOMER

NOS Audiovisuais, Portugal
www.nos.pt

CHANNEL PARTNER

Ibertelco, Portugal
www.ibertelco.pt

CHALLENGE

Expand playout channel count while ensuring future growth with an easy-to-learn, single vendor system.

SOLUTION

iTX integrated playout was selected for its reliability and feature set.

BENEFITS

A turnkey solution that can support future business opportunities as NOS continues its growth.



“The resilient framework architecture iTX brings to the table and its robust broadcast engine mean we are always on air with the broadcast quality our customers demand.”

Francisco Carreira, Head of Multimedia Production Center (CPM), NOS Audiovisuais

Background

NOS Audiovisuais, located in Lisbon, is a Portuguese media holding company originally founded as a movie distribution operation for major Hollywood studios for the Portuguese market.

Today, NOS still holds interests in movie distribution, but has added other media assets including TV channels and VOD. They produce several premium channels for their television platform, including TV Cine, TV Series and also several channels for other clients.

Challenges

NOS operates over 10 channels, delivering content in both high- and standard-definition. The primary purpose for replacing the existing system was that it was nearing the end of its support. NOS needed a solution that could offer scalability and reliability for their Multimedia Production Center. Francisco Carreira, Head of CPM for NOS, turned to Grass Valley, a Belden Brand, and systems integrator Ibertelco for a solution that was easy to convert to, easy to learn and could grow with them.

Solution

While NOS needed to almost immediately increase the number of playout channels, they also needed to ensure that they were prepared for future growth. They also wanted to move away from a complex multivendor, hardware-based playout system towards a single vendor with a fully integrated software platform.

After reviewing several options, NOS and Ibertelco selected Grass Valley’s iTX Integrated Playout Platform as the ideal solution. Their decision was heavily influenced by the proven reliability of iTX, which is a function of its system architecture.

Alongside their existing Kaleido multiviewers, iTX will offer greater playout flexibility, including item now/next countdowns, media alerts and health status, at no additional cost. These “heads up” display functions mean operators can spend more time ensuring that channels are delivered to viewers accurately, at the highest possible quality, and less time “heads down” in management screens and monitoring systems.

“iTX has a centralized framework that enables the management of multiple channels from any screen — from simple playlists to more complex channels with rich graphics and subtitles,” said Carreira. “Plus, the system has full redundancy, which is extremely important to us. The resilient framework architecture iTX brings to the table and its robust broadcast engine mean we are always on air with the broadcast quality our customers demand.”

The transition from their existing system was seamless, thanks to the local support and technical system knowledge of Ibertelco, a Grass Valley Authorized Channel Partner. With offices in Lisbon and Oporto, Ibertelco provides the media market with equipment, turnkey solutions and services.

“The ability to purchase a system today and know that we can add more channels in the future or add new features by applying a software key means we can plan our business knowing iTX will be there to support us as we grow,” said Carreira.