

## Press Release

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### **Blue Order to Provide Media Archive 3.0 for NBC's Coverage of the Torino Olympic Winter Games**

Using Media Archive 3.0, NBC Olympics ingests more than 4,000 hours of video in just 17 days

Solution includes fully automated logging using live results and scoring data feeds

**Torino – 26 February 2006** – For the third time in a row, NBC Olympics, the US broadcaster of the Olympics Games, has used Blue Order's Media Archive Enterprise Media Management platform to ingest, log and archive live video content during the Olympic Winter Games in Torino. Having used a similar system supplied by Blue Order successfully at the Salt Lake City Winter Olympics in 2002 and the Athens Summer Olympics in 2004, NBC Olympics used the brand new Media Archive 3.0 for its coverage of the Torino Winter Games. New features in 3.0 that NBC took advantage of included: the Media Archive SOAP API for real-time import of third-party manual logs as well as automated sports data feeds supplied by Information and Display Systems (IDS) LLC; and the new Media Archive support for ingesting video with discontinuous time code, while still maintaining the correct association with all the live time-coded logging and results metadata.

David Mazza, SVP Engineering at NBC Olympics, says it has been a huge success: "For the first time, at the Torino Olympics, NBC's facility at the International Broadcast Center migrated to an all HD infrastructure for recording incoming venue feeds. Blue Order has helped us manage this transition by enabling more of our producers to work on desktop PCs using proxies for making their content selection and rough edit decisions, and by automating parts of the logging process. With Media Archive, we've chosen the right MAM platform for us – as our workflows evolve, we use more and more of its potential."

"Media Archive is the central MAM platform in our system architecture. With Media Archive 3.0 Blue Order has provided the tools that enabled us, with the help of Media Strategy Partners LLC (MSP), our provider of overall MAM solution architecture and project management for the last two Olympics, to integrate it with our Cyradis Technology automation system, MOG Solutions MPEG4 encoders, our preexisting OPIS logging database, and now the live results and scoring

information provided by IDS” explains Matt Adams, Director of Technology at NBC Olympics. “Media Archive makes the metadata created in those systems accessible via a single portal, facilitating real-time access to video content for NBC’s producers working anywhere on the NBC LAN during the Games. This has enabled us to support our colleagues at NBC News, working in a separate building in Torino, by giving them access to Media Archive for making their rough edits and then digitizing and pushing only the high-resolution files they need.”

A feature NBC Olympics has pioneered at Torino is the insertion of live sports data supplied by IDS from the Host’s Internet Data Feed, into the MAM platform. Craig Lau, VP Information Technology at NBC Olympics, explains: “We worked with MSP, IDS and Blue Order to have IDS feed live sports data – that is the athletes’ names, their positions in the competition and their scores, for example – directly into Media Archive, using Media Archive’s SOAP API. It works flawlessly, and the benefits are huge – with the statistical data being associated automatically with the timeline of the video, our loggers don’t have to re-enter it, and our producers and journalists have instant access to both the browse video and the sports data feeds, all presented side by side in Media Archive’s unique storyboard view.” Having found what they are looking for, users can put together EDLs by dragging and dropping storyboard segments directly into an EDL.

Another purpose of the system is creating a library of Olympics content for re-use after the Games, adding to the footage recorded during previous Olympics Games. “One of the challenges here was that we needed a MAM system which could handle both PAL and NTSC content in one system – Olympics Games are recorded in either PAL or NTSC, depending on where they take place. Media Archive recognizes the difference but otherwise makes available the same functionality for both video standards – which is exactly what we need” says Matt Adams.

Based on open standards, Blue Order’s Media Archive is a highly scalable, distributed Enterprise Media Management platform. At Torino, Media Archive 3.0 has been tightly integrated with Cyradis’ CTG-1000 VMS automation system which controls the MOG Solutions MPEG-4 encoders, with IDS-provided results, and with NBC Olympics’ legacy information system, OPIS. While feeds are being recorded onto up to 32 parallel HDCAM VTRs, at the same time MXF MPEG-4 browse proxies at 2 Mbit/s are created using the MOG proxy encoders under the control of Cyradis. Both the videocassettes and the browse proxy are automatically registered with Media Archive. Keyframes are extracted instantly from the browse proxy, and both are made available instantly for retrieval, browsing and EDL creation. The metadata entered into the automation system is also transferred to Media Archive, which automatically associates this metadata and the essence files with the metadata sets from the OPIS database and the sports data feeds provided by IDS. This way, Media Archive becomes an electronic catalog of NBC’s Olympics Games archive, allowing content to be delivered to all networked users for viewing, access and re-use.

“For us at Blue Order, this was another exciting – and most rewarding - project. Last year, NBC Olympics challenged us to take MAM to the next level for Torino 2006, and based on Media Archive 3.0, we have delivered. We expect to see more use of our technology for life sports events coverage in the near future” says Rainer A. Kellerhals, Executive Vice President Products & Solutions at Blue Order.

### **About NBC Olympics**

NBC, "America's Olympic Network," owns the exclusive U.S. media rights to the Olympic Games, television's most powerful property, through 2012, which includes Torino, Italy in 2006, Beijing in 2008, Vancouver in 2010 and London in 2012. This February, NBC Universal will present the 2006 Olympic Winter Games from Torino, Italy (February 10-26, 2006). In August 2004, 203 million viewers watched as the networks of NBC Universal—NBC, MSNBC, CNBC, USA, Bravo, Telemundo, and NBC's HD affiliates—offered a record 1,210 hours of Olympic coverage from Athens. In February 2002, 187 million watched the Salt Lake Olympic Games on NBC, MSNBC and CNBC. For additional information, log onto [NBCOlympics.com](http://NBCOlympics.com), the Internet's preeminent source for Olympic results, video, photos, news and athlete profiles through the Torino Games. [NBCOlympics.com](http://NBCOlympics.com) will be the only site in the United States featuring competition video of complete runs and routines, real-time results and medal counts for every event, an interactive television viewing guide to help visitors navigate the 418 hours of Olympic programming on the NBC Universal networks, and comprehensive, multimedia-filled profiles on every American Olympian.

### **About Blue Order**

Blue Order is a global provider of turnkey Media Asset Management (MAM) solutions. Media and entertainment companies, corporations and public institutions use Blue Order products to collect, index, catalogue, retrieve and distribute audio-visual and multi-format content. The Blue Order 'Media Archive<sup>®</sup>' product suite provides a comprehensive MAM framework to support new digital content services, optimize workflows and increase efficiencies along the content value chain.

Blue Order is headquartered in Germany with subsidiaries in the UK and US. The company has been deploying its products since 1995 for a broad range of customer applications, with a special emphasis on broadcast, library and media production applications. Blue Order has well-established partnerships with technology providers and system integrators to ensure industry-specific solutions and professional services. For more information visit [www.blue-order.com](http://www.blue-order.com).

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