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# Outdoor Channel Implements New Digital Workflow with Telestream Systems

Telestream Vantage and Pipeline help save time and money, enabling greater operational efficiency and quick delivery of any file type to any destination for domestic and international needs.

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- Paul Weaver  
VP Operations, Outdoor Channel

## Background

Outdoor Channel is America’s leader in outdoor television, offering programming that captures the excitement of hunting, fishing, shooting, off-road motorsports, adventure and the Western lifestyle – for both domestic and international audiences. It can be viewed on multiple platforms including high definition (HD), video-on-demand (VOD), and a dynamic broadband website ([www.outdoorchannel.com](http://www.outdoorchannel.com)).

## The Challenge

Paul Weaver, Vice President of Operations at Outdoor Channel, faced a number of operational challenges. While the transition to a digital infrastructure had begun, there were serious pockets of inefficiency that still needed to be addressed.

First, Weaver needed a means to capture programs and encode them to specifications required by digital media services company, TVN, for cable VOD delivery. “We were sending approximately 10-15 shows a week on tape to TVN and were paying a great deal of money for TVN’s encoding services,” explains Weaver.

Multiple departments within Outdoor Channel needed a transcoding solution to meet their technical requirements. Master Control needed files for VOD delivery, as well as the ability to transcode .LXF files from the Harris digital archive system to enable editing prior to re-airing. The Web/Broadband department needed files for the website, and the Production department needed files for international content delivery.

The company had transformed from a tape-based workflow to a file-based workflow using 212 TB of APACE vStor and eStor storage and PostMAM media asset management systems.

However, they needed a more efficient way to capture programming that still arrived on tape and to create a digital file for Quality Control and Closed Captioning purposes. While use of a Final Cut workstation allowed them to complete the task, it was time consuming and inefficient. An archival solution was needed to create and archive older shows from spinning discs to Blu-ray data discs, including the ability to log show information and store media files in a media library. Lastly, a dubbing solution was needed to record HD content to Blu-ray media for playback use by Ad Sales and Marketing.

### The Solution

Working with solutions partner, IEEI ([www.ieei.tv](http://www.ieei.tv)), Outdoor Channel developed more efficient processes using Telestream encoding, transcoding and workflow automation products. Weaver explains, "We chose Telestream based on its reputation and its existing working relationship with APACE, our in-house storage system."

For critical, high-volume transcoding needs, Outdoor Channel upgraded from FlipFactory to a pair of Telestream Vantage enterprise-class server software systems. "Vantage, with its easy-to-use workflow graphical user interface and ability to process multiple transcodes at a much faster rate, provided the processing capabilities we needed to support digital workflows across all of our departments," said Weaver.

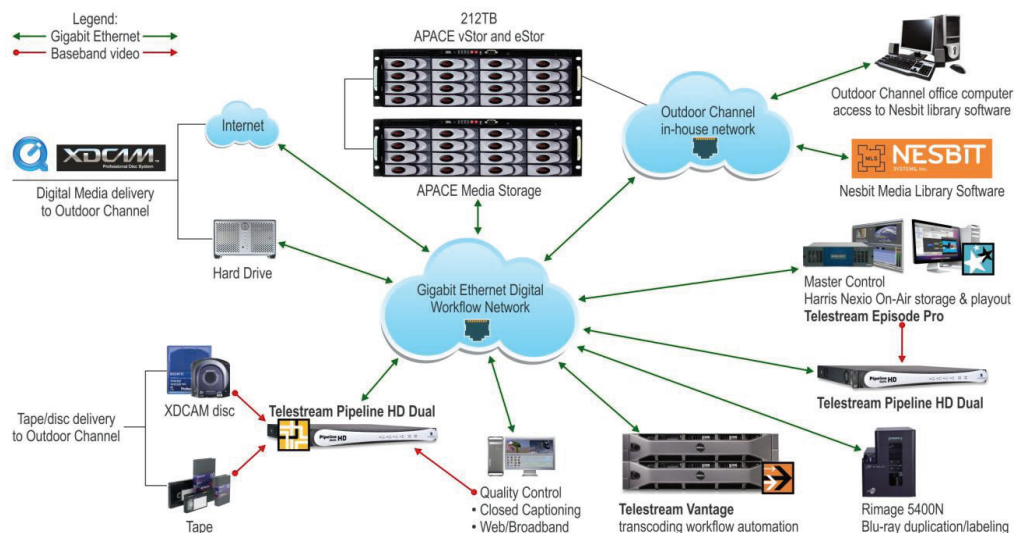
"The redundant, dual-server configuration gives us the peace of mind of knowing that we have a failsafe solution that will not suffer any delays in our various workflows."

For VOD delivery, Telestream Pipeline HD Dual video capture system and Vantage integrate with Outdoor Channel's master control system to enable real-time encoding and delivery of Cablelabs VOD format.

"Bringing the encoding process in-house saves us \$4,000-5,000 per month and allows us to offer a greater number and variety of shows to our viewers," reports Weaver. "I know of no other all-in-one solution that could give us the ability to simultaneously capture and encode HD and SD video, as the Pipeline HD Dual system does for us every day."

For programming that still arrives on tape and requires a digital file for Quality Control and Closed Captioning, Pipeline provides faster video capture, encoding and distribution within the facility's digital workspace.

For Master Control, Pipeline combines with Telestream Episode Pro software running on an Apple MacPro workstation to create dubs. HD-SDI video is captured by Master Control personnel through the Pipeline system which creates a DVCProHD QuickTime file. The file is then transcoded through Episode Pro and authored to Blu-ray on the Apple workstation. In addition, .LXF files are now copied from the APACE storage system on-air spinning discs to Blu-ray data discs. All Blu-ray media discs are then duplicated and labeled using the Rimage Professional 5400N disc publishing system, ready for distribution.





### The Result

“With the addition of Pipeline and Vantage, we now have a much more efficient digital workflow that allows us to deliver any file type to any destination, in a timely manner, supporting both domestic and international demands,” reports Weaver. “We are saving time and money as a result of replacing old workflows involving tape delivery. Immediate savings on equipment maintenance as a result of reduced tape deck head hours, tape stock, man-hours and encode fees have contributed to a speedy ROI.”

For example, in the first week of Q4 2010, Outdoor Channel saved 20 hours alone when 48 files were automatically retrieved from the Apace archive in the required .LXF format for re-airing on the Harris server. Prior to the digital workflow, a tape operator had to find the show in the video tape library, re-ingest and digitize each show in real time. At 25 minutes per show, they saved 1,200 minutes (20 hours) and eliminated manual processing. This is a tremendous amount of time saved using the new digital workflow.

### To learn more

To get more information about Telestream or products mentioned, call 1-530-470-1300, or visit [www.telestream.net](http://www.telestream.net)

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