

Digital Publishing in Tier 1 Newsroom environment

Simplifying and accelerating the digital publishing process for Sky News Australia



MediaMANO®

Introduction

Sky News Australia is an innovative, fast moving news organization that produces news coverage to exceptionally high standards. In order to achieve their organizational goals, the ability to repurpose content and deliver to a variety of digital clients rapidly and effectively is a key strategic goal for the organisation.

Not only do Sky require very fast turnaround, but they also need to be future proof. As technology advances, new channels for content delivery will emerge and any decisions taken on technology choices must take into account the certainty of change.

When the time came to update their existing digital publishing platform, Sky took a critical look at all of the potential solutions available in the market place that could meet their exacting and ambitious requirements.

This white paper shows how Mediamano's publisher product was able to completely and utterly deliver on every single aspect of their specification.

The business environment

The exceptional quality of Sky News Australia's news bulletins produces first class digital content for distribution through a variety of digital channels.

As with all news environments, it is the combination of premium quality, plus rapid delivery, that maximizes the value of this content to the end user.



For this reason, Sky News must be able to depend on technology that delivers their repurposed content to any number of digital channels both quickly and with an absolute minimum of input by the producer.

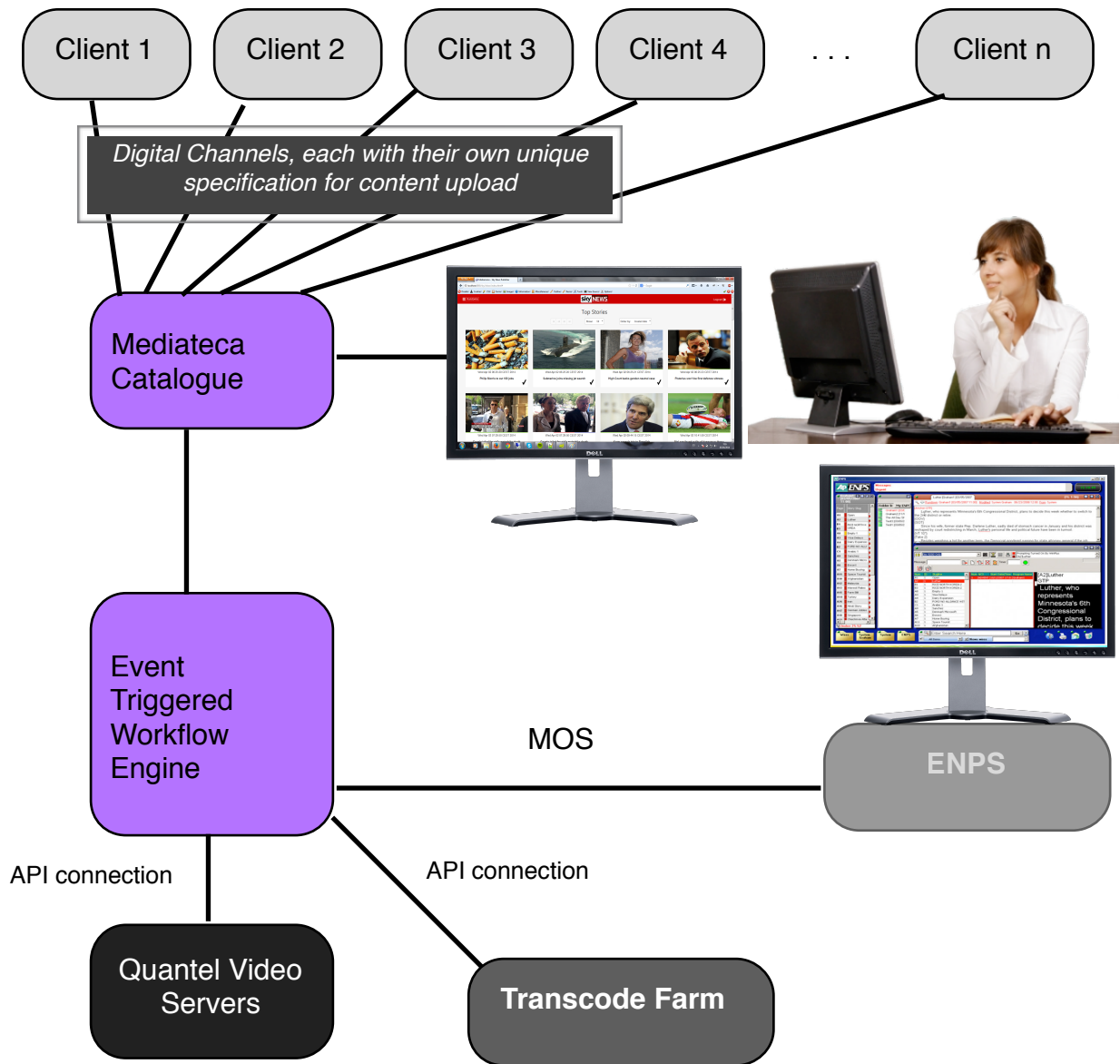
Sky categorizes all their news stories, and each story can have more than one category. They can be geographic (Sydney, Melbourne, NSW, and so on) , by genre (sports, politics, international...) or by type (premium, top stories, etc.).

Business		Health	
Canberra	RO Id:	Hobart	Type:
Crime	External	Melbourne	Publish
Darwin	External	National	Group:
Eco	Clean:		

Story categories are implemented in the ENPS environment as ***Rundowns***

Customers subscribe to digital news on the basis of categories. Clearly, their digital publishing system must be able to reflect the commercial rules so that producers cannot inadvertently publish stories to clients that are not subscribed to that category.

The Solution Architecture



1. The Producer generates a new story in ENPS and drags it to the appropriate Rundown.
2. Mediamano hears the event, imports the story from ENPS and adds it to the Mediateca catalogue
3. When the producer adds the video clip reference to the story, Mediamano picks up the event, extracts the clip from Quantel, generates proxies and thumbnails, and incorporates it into the Mediateca Catalogue
4. The Producer can see all of the rundowns via their Mediamano screens, each with the associated stories, text and media.
5. When the producer wants to publish a story, they click to get a “pick list” of digital channel subscribers. Only those subscribed to the category (Rundown) are shown.
6. With one click, Mediamano prepares the formats, metadata and API calls to each channel and seamlessly delivers the story.

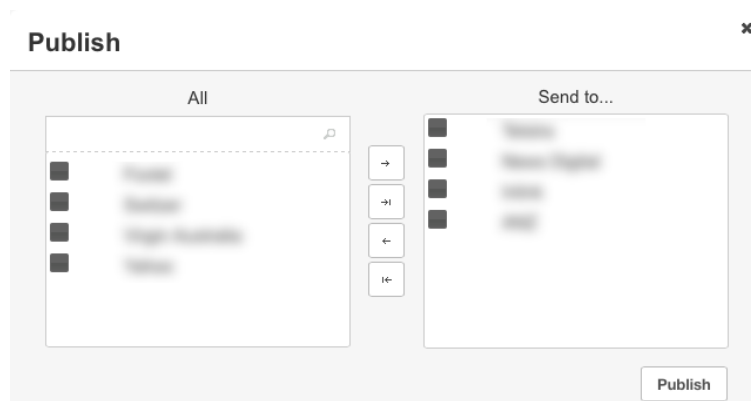
The Producer experience

It was an objective of both Sky and Mediamano to reduce to a minimum the effort required by the Producer to operate the system. The key creative inputs required were :

1. Choice of thumbnail to associate with the story. This could be either from a stock of existing images, or an excerpt from any point in the associated video.



2. Script. This should be extracted from ENPS without any additional effort by the Producer.
3. Eligible clients. The digital clients subscribe to different categories. As such, stories that are dragged to ESPN Rundowns should only be available to clients that have subscribed to those Rundowns (categories). The list of eligible clients should be presented to the Producer without the need for external reference.



** Client names are obfuscated due to confidentiality restrictions*

4. The information that matches digital clients to categories is managed by the system administrators
5. The deletion of a story in ENPS should automatically delete the story from the Mediamano system.

Opinions

According to Rick Zecevic, CTO, Sky News Australia, the decision to contract Mediamano has proven to be a great step forward.

“Mediamano came with great references, but we wanted to see the product in action before taking any decisions. These guys built a fully working prototype on site and together we defined the success criteria that would enable us to give the green light. When they were met, we had no doubts about moving forward. But the thing that really impressed me was that during the installation, we mutually identified a number of useful improvements that could be made and they were able to implement them whilst the installation was ongoing.

We’re really happy with the system now, and our Producers are delighted with the ease of use”

Laura, Producer at Sky News added “Rick’s right. It’s made my job much simpler. Compared with our previous system, this is simple, quick and intuitive. Between the other producers and I we have made a couple of suggestions about how things could be improved, and they have been implemented really quickly.”

Juan Beliz, CTO at Mediamano, oversaw the implementation. “For us it was a great achievement, and I’m proud of the flexibility and scalability that the platform has shown itself capable of at Sky. The installation presented some interesting challenges, but our open architecture allowed us to build additional components and functionalities in a very short space of time. It’s this ability to be flexible whilst remaining scalable that makes the product set fit so well with each of our clients”

Additional information :

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