

Location:

Detroit, MI

Challenges:

- Remote shoots incur multiple equipment, crew and travel expenses
- Customers looking for reduced fees
- Producers looking for faster turnaround

Benefits:

- Smaller crews required with TVU RPS
- No satellite, travel, parking or cabling costs
- Creates new, revenue-generating production possibilities

Video Production Company Reduces On-Location Costs, Increases Revenue-Generating Opportunities and Turn-around Speed

JPI Deploys TVU Networks' RPS for Multi-Camera Remote Live Production of New Car 'Reveal' from Los Angeles Auto Show

Challenges:

For Detroit-based media production company, Joseph Productions, Inc. (JPI), reaching the next level of service meant looking at innovations that could push their ability to produce dynamic live video in a more cost-effective and timely manner. JPI combines live event and corporate meeting production capabilities with global transmission, high-speed WiFi access, advanced cloud streaming, audience analytics and graphic design services.

JPI's clientele ranges from corporations and live event producers to local sports and news broadcasters. In response to customer demand, JPI executives were looking for more efficient ways to produce video with faster turnaround time and at a lower cost.

"If we're shooting a live event from a trade show, for example, there are costs involved with transporting our satellite truck, paying the crew to setup and strike the truck, electrical and cabling charges, plus the time involved in travel to and from," explained Josh Kowal, Assistant General Manager, JPI. "We want to produce events quickly without having to set a control room up on site at each location. We knew there had to be a way to use our in-house control room that would save a significant amount of set up, travel time, and equipment costs."

Solution:

JPI turned to TVU Networks' remote production system, TVU RPS - a lower cost alternative for live remote synchronized multi-camera coverage for news and sports. With TVU RPS, JPI can send just cameras and camera operators into the field and contribute synchronized camera feeds via IP over the conventional internet back to their in-house control room for switching, and the addition of graphics, effects, text and other production elements.

"Now, the entire production crew isn't needed on site," said Kowal. "With RPS, we only need to send one A/V technician with a camera to produce live stream video globally."

JPI used its RPS unit for the first time during the LA Auto Show to live stream a 30-minute new car 'reveal' from a Tier 1 automaker to the auto show's media partner Yahoo Live and to live viewing parties for corporate employees. The live stream was sent around the world, with just two JPI crew on site in Los Angeles.

"We produce a lot of off-site broadcast-related activity," said Chris Phelps, Sales Manager, JPI. "So, we're able to use TVU RPS in a newsroom model, but with the control room at our offices in Detroit. We have the encoder within RPS transmit to our centrally located control room. We can then switch the video, produce lower thirds, and live stream from our facility."

JPI is also hoping to use RPS at the Little Caesars Arena in Detroit to cover live events for local broadcasters.

Benefits:

"Thanks to RPS, we're able to offer our customers more competitive pricing," said Kowal. "We've been relying on satellite transmission for the same services in the past, which can be expensive. Plus, we now have less logistics involved with getting crew to other states. TVU RPS has effectively eliminated our travel and satellite costs. We no longer need satellite time, production trucks or satellite trucks. Our footprint of doing that remote production in LA was much smaller with RPS."

"We can do a very cost-effective field shoot and produce similar results as we can with a satellite truck."

Phelps reports that his main contacts at the trade show venue for the auto show for set up and take down were within the IT department. "Laying cable was a matter of six feet as opposed to six hundred feet. Once the IT folks installed our Internet drop, we were done. Typically, that's a several days of preparation. The load-in and load-out was a breeze."

Kowal and Phelps see a host of new production opportunities that utilize RPS, including crisis communication when responses are needed immediately; streaming auto executive reactions when new cars come off the line; and nationally coordinated events from multiple locations that are coordinated into one stream.

About TVU Networks®:

TVU Networks® is a technology and market leader in IP-based live video solutions. TVU's solutions help transform broadcasters' SDI-based operations - which include acquisition, transmission, routing, distribution and management - to an IP-based infrastructure. TVU® serves customers of all sizes in more than 85 countries from industries that include news broadcast, web streaming, law enforcement, sports, corporate and government. In broadcast markets around the world including the USA, China and other major economic powers, TVU® is the dominant market leader with a large majority of all news broadcast stations using its IP video solutions. Using its proprietary IS+ technology, TVU's uplink solutions use any combination of cellular, satellite, microwave, WiFi and Ethernet IP connections to deliver live HD video from practically any location.