VIMOND
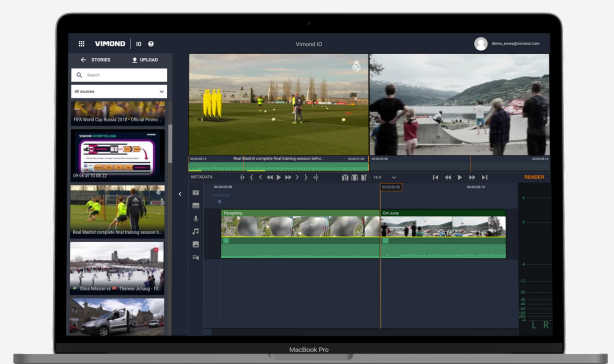
Danish broadcaster TV 2/Fyn is building a revolutionary, cloud based, story-centric newsroom system to replace their current on-premise technology stack. The cloud based solution brings together Vimond's cloud native and browser based story editing software Vimond IO in partnership with Nordic systems integrator Mediability, AI powered Production Asset Management system Mimir from Mjoll and storytelling and publishing tool DiNA from 7Mountains.

PROBLEM

TV 2 Fyn, like most Broadcasters, had developed a fast on premise workflow that allowed them to gather content into a centralised PAM solution at their Odense HQ in Denmark.

However this required all journalists to return from the field to their HQ and ingest the content before they could begin creating stories and publishing them to an ever increasing number of platforms. The systems built to support this required on premise installation with a fixed capacity of workstations.

TV 2 Fyn has always been at the cutting edge and wanted to enable their journalists the flexibility of working from any location with a tool set that scales based on their needs - while also allowing them to publish quickly to any platform for their viewers.

SOLUTION

TV2 Fyn's project goal is to enrich, edit and publish stories in a cloud-based workflow that focus on the needs of the stories and journalists first and the limitations of the technology second. Vimond and Mediability partnered to cover the requirement:

"journalists should edit stories from anywhere and anytime, on content that was both ingested on premise and stored in the cloud."

7Mountains and Mjoll provide a combined "News Room in the cloud" solution that empowers their content with automatically enriched metadata from Mimir, linked to a story-centric News Room Control System in DiNA. Mediability ensures that the systems involved are fully integrated. For this project, Vimond IO delivers the following features:

FEATURES

- Allow journalists to work from any location, using content ingested on premise, uploaded locally or captured from HTTP live streams.

- Provide a professional browser based editor with all the tools a journalist requires to create fast turn around of new stories for distribution to social media platforms and linear broadcasts.

- Integration with Mimir to leverage the powerful AI driven metadata enriched search solution and pull content directly into Vimond IO for editing, and push new stories back to Mimir and DiNA for publication.

- Enable clipping and creation of content from remote live news gathering teams, broadcasting live with LiveU or AVIWest directly to Vimond IO, without the need to relay via lengthy on premise traditional MCR/NOC workflows.

- When required to provide integration to on premise solutions, enable journalists to pass featurette stories onto craft editors without the need for editing the same story twice.

"Our philosophy at TV 2/Fyn has always been to put journalists and storytelling first, and technology second. The technology should be there as an enabler: to support our journalistic team and make our storytelling workflow as flexible and efficient as possible".

- Michael Jensen, head of technology and production at TV 2/Fyn

RESULT

Vimond IO is a critical part of a cloud-based newsroom by providing a browser based cloud-native production tool to the workflow.

With Vimond's IO, Mjoll's Mimir and 7Mountains' DiNA products, TV 2 Fyn establishes a cloud based workflow to manage the beginning and end of the content supply chain - ingest, enrich, manage and then distribute.

Using Vimond IO they are able to create in the cloud - this is key to enabling journalists and editors to work collaboratively from various locations, without first returning to base.. Journalists are able to truly work remotely, without reliability and latency issues connecting to fixed workstations designed for local operations over VPN or other remote connections.

Vimond IO is designed to work in the browser and provide a responsive UI no matter the users location.

Content creation no longer needs to be in a small number of fixed edit suites, they can create stories with a fast and responsive professional tool built by broadcast journalists, that has no fixed capacity and can shrink or scale depending on the needs of the day.