



Take your newsroom anywhere  
with the universal connectivity of Avid Interplay Sphere

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**Audience expectations** for access to real-time news and content have prompted the need for media producers to seek new content creation and distribution methodologies. However, in a business environment marked by challenging time, personnel, and financial constraints, finding and implementing solutions can seem prohibitive as organizations focus on a daily struggle to create better content, faster.

To thrive in this challenging landscape, media producers must move beyond traditional highly centralized file-based workflows to cloud-enabled asset-based workflows. These new workflows spur distributed production that dramatically enhances the ability to produce great content anywhere at any time.

### **Beyond file-based workflows**

Asset-based workflows build on the capabilities of traditional file-based workflows by extending media metadata awareness to achieve new levels of system interoperability, workflow automation and process efficiency. Accessible and relevant metadata has become key to delivering compelling content from a variety of sources across numerous platforms, and asset-based workflows are critical to driving the content creation process. Only asset-based workflows can deliver the speed and scale needed in a changing landscape with increasingly complex distribution requirements. The key is to enable media producers to manage and use media more efficiently and profitably, to get to air first with greater levels of quality and innovation, and achieve greater business success.

### **Into the cloud**

Media production must become more decentralized to allow people and processes to operate simultaneously from different locations with consistent, real-time access to media and metadata. For news organizations, cloud-enabled technology lets them manage their assets intelligently and promote virtually unlimited interaction between every part of the operation.

In a recent survey of industry leaders regarding the future of the media and entertainment industry conducted by Ovum, the cloud is viewed as a means of enabling new creation and distribution models, with over 75% of the respondents “currently exploring future cloud deployment.” Media producers see the cloud as being an essential enabler of new production models, facilitating new methods of collaboration. A cloud-enabled workflow provides access to specialized talent wherever it is needed and the ability to produce on an ad hoc schedule.

Cloud enablement amplifies asset-based workflow capabilities by allowing individuals to produce high-quality content from wherever they are with the same tools and interfaces they use in the production facility. Having the ability to access, manage, and use media more effectively ensures that high-quality content gets to air faster in a variety of formats specifically configured for the burgeoning array of media vehicles and audience segments.

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### **A New World of Universal Connectivity**

Avid® Interplay® Sphere leverages asset-based workflows and cloud technologies to enable unparalleled universal connectivity.

Universal connectivity virtualizes production so that reporters and producers gain instant access to all digital media assets: footage, graphics, animations, and audio sources from the field. News production teams can simplify and streamline their workflows, and gain freedom to craft their best stories.

Avid Interplay Sphere is one of the ways media production organizations are using cloud enablement technology to get better content to air faster in a completely fluid, collaborative environment. Sphere enhances the editing speed and ease of Avid Media Composer® and NewsCutter® with an automated intelligent transfer feature operating in the background to access and upload remote media files in real time while complete stories are developed and transmitted remotely. With Sphere, editors in the field have full connectivity back to the newsroom, as well as with other Sphere-enabled editors in the workgroup.

Easy to adopt and use, Sphere simplifies workflows through automation and parallelization of processes, significantly reducing field infrastructure costs and maintenance by letting reporters work anywhere with just a camera, laptop, and network connection. Journalists in a coffee shop can be just as productive as being in-house, with access to the same assets, related metadata, and real-time, two-way collaboration.

The benefits of Interplay Sphere drive ratings and reach, and also go straight to the bottom line. TV remote vans, for example, may only be required when instant live-to-air microwave coverage is essential. Reducing or avoiding the acquisition and operating expenses of remote vans represents a significant cost-saving opportunity, particularly for a cash-constrained local broadcaster. The total costs to acquire and maintain a single remote van over five years can run upwards of \$950,000(US). A facility can deploy Sphere at a fraction of that cost, depending on the infrastructure already in place, and provide faster delivery of high-value content when and where it is most needed.

#### **Interplay Sphere key benefits:**

**Work worldwide** - Use global editing workflows, with access to Interplay Production assets

**Work safe** - Operate in a secure private cloud

**Work in parallel** - Upload and share field assets while editing

**Work simply** - With only a camera, laptop and 4G or WiFi connection

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Applications of the asset-based, cloud-enabled universal connectivity of Sphere extend far beyond just the news environment. For instance, covering live sports action from a variety of locations and having the ability to access and edit media wherever the action is taking place represents a next-generation approach to sports broadcast and marketing production. With Sphere, producers of reality TV, live entertainment shows, and major international events all have the potential to work together in an integrated media environment available to any contributor around the globe.

## Conclusion

The challenges of producing compelling news coverage can be simply and economically addressed as broadcasters adopt the cloud-enabled, asset-based workflows. All that is needed is a fresh look at methodologies for creating and distributing content, and making strategic use of new solutions that will have a positive impact on their businesses.



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