Al Qahera News Streamlines Video Ingest with Telestream Live Capture

القاهرة الإخبارية
Al Qahera News

INTRODUCTION

Al Qahera News is an Egyptian television channel owned and operated by United Media Services, one of the largest media entities in the entire Arab region. The TV channel provides news for Egyptian and Arab audiences. Al Qahera News relies on best-in-class technology and broadcast solutions to deliver HD quality content to its viewers.

"Telestream support has been great. We received training from them and our local partner, Systems Design, which allowed our operations team to quickly start using it in just a few hours."

Mohamed Magdy
Chief Technical Officer, Al Qahera News
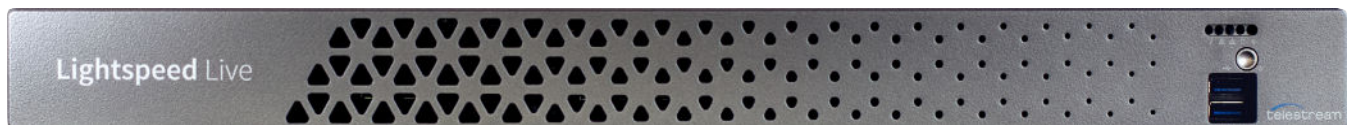
THE CHALLENGES

Al Qahera News faced a significant challenge in capturing video content due to their mixed system environment. The broadcaster operates multiple independent systems, each with its own approach to playout automation, production management (PAM), and media management (MAM). Al Qahera News had to contend with the inefficiency of separate ingest for each channel and each department. The broadcaster was also merging several channels together and looking to unify under a single platform. Al Qahera News required a capture solution capable of seamlessly integrating with their diverse media infrastructure, something their existing workflow solutions at the time were not capable of doing.

THE SOLUTION

Al Qahera News conducted proof of concept trials with multiple capture solutions but found that only Telestream Live Capture met all of their requirements. While other providers had integration or format limitations including their ingest workflow solutions at the time, Live Capture was able to handle multiple systems with different metadata, formats, and different input sources, including SRT and SDI, flawlessly. It was easy to set up, integrated with other third party systems, and simplified an overly complex workflow, making operations easy and cost-effective.

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THE RESULTS

Al Qahera News saw a dramatic increase in capture efficiency by using Live Capture as its centralized ingest solution for MAM, PAM, and playout. Live Capture's agnostic approach to MAM systems provides Al Qahera News with greater flexibility by using significantly less ingest ports compared to other capture systems. It also streamlined the broadcaster's workflow by doing the following:
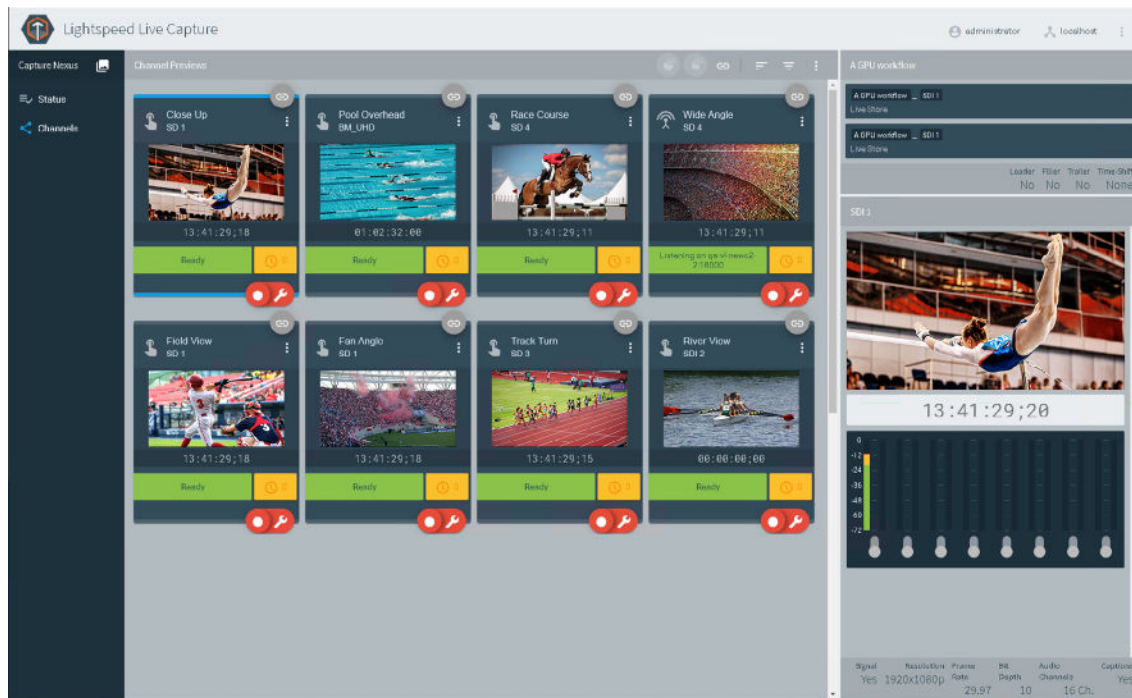
- Automating metadata creation and population
- Directly publishing to playout systems
- Unifying content ingest and distribution to their production team, MCR team, and TV channels
- Accelerating team collaboration with faster and easier access to content.

"Live Capture is very flexible and perfectly suited for our complex media infrastructure. We can handle ingest directly from one system and push to the required target with the appropriate format and metadata. Its flexible input sources and output formats and seamless integration with our other systems make it an invaluable tool in our ecosystem. We haven't experienced a single issue since day one and are very happy with its rock solid reliability."

Mohamed Magdy
Chief Technical Officer, Al Qahera News

ABOUT LIVE CAPTURE

Live Capture is the industry's only comprehensive solution for capturing, ingesting, and processing live content in real time—built on Vantage, the leading file-based transcoding and workflow automation engine. Live Capture empowers broadcasters, content creators and enterprises to capture, ingest, schedule, and deliver high quality live, linear or tape-based content quickly and easily. With versatile format support, seamless integrations with all major MAMs, and edit-while-ingest capabilities, Telestream's Live Capture tools will transform your live workflows.

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