TV Cannes Film Festival 2016: flexibility of Vantage, combined with Lightspeed servers, proves its success in the field

Elegant video transcoding and workflow automation platform meets huge global demand for broadcast content

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Benoit Bonardot – in charge of post production for KM Prod, producers of content for The Festival de Cannes TV

A highpoint in the global cinema industry, the 69th Festival de Cannes is one of this year's premier red carpet events and attracts movie stars and media attention from worldwide. During the event this May, the festival was televised by hundreds of broadcasters and hosted thousands of TV, radio, online and print journalists creating a connected super-event.

Meeting the demand for moving images and commentary from the Festival from media sources worldwide is a herculean task. The requirement was simple, and daunting. The Festival de Cannes TV channel needed workflow automation to create and deliver content that is appropriate to all its customers worldwide. In reality, this means a very large number of media files in a broad diversity number of file formats, each suited to various delivery platforms, broadcast formats and in multiple languages. This created a mission critical requirement for a high throughput, multi-format media processing & transcoding platform.

For the last three years broadcast solution provider VIDELIO – Cap'Ciné has turned to Telestream for support. At the heart of its content creation workflow, Cap'Ciné has this year installed a Telestream Vantage media processing system powered by the company's Lightspeed servers to encode file-based content for the Festival de Cannes TV channel.

Processing power with elegant workflow automation

Using Telestream Vantage, Cap'Ciné created a single multi-language file with eight discrete audio channels (four stereo pairs). This involved transcoding the video once, producing four different output files, each in a different language.

Telestream' x264 codec was capable of feeding HD (720p) content to all YouTube and Dailymotion platforms that were covering all the major news of the Festival de Cannes. Similarly, high and low res files were made available to the huge number of news agencies, broadcasters and various media partners affiliated to the Festival de Cannes.

"This year, Telestream's K80 Lightspeed server has proved its speed and performance in both transcoding content and automating our workflow," commented Benoit Bonardot, in charge of post production for KM Prod, which produced the content for the Festival de Cannes TV.

Using Vantage, Videlio – Cap'Ciné has created a customized ingest workflow to gather all the files coming from different cameras. "We were faced with a vast number of file formats from many different cameras such as Panasonic P2 AG-HPX250, Sony FS7, Sony Alpha7, Sony PMW300 and PMW400, plus all other files coming from web/ftp. Fortunately the Lightspeed K80 server and Vantage were perfectly capable of ingesting and processing all those different formats at high speed, using only two workflows which greatly simplified the task for our staff," added Bonardot.

For VIDELIO – Cap'Ciné, the engineers appreciated Vantage's intuitive workflow setup protocols with powerful decision-making processes. This capability is a key feature, especially for a TV channel which operates live events and for a short period of time. In the case of the Festival de Cannes, just four days were needed from setup to ready on air, including testing.

The channel was running live for 13 days during the Festival meaning that a robust and proven platform was mission critical. Also, the Lightspeed K80 server was used to archive files afterwards, providing essential reference assets for Canal+, Orange and Le Festival de Cannes itself.

Telestream has been a long-term partner of the Festival de Cannes. "In previous years we have supplied our Episode multi-format video transcoder and now we have evolved to Vantage in order to meet the growing global appetite for coverage of this stellar event," commented George Boath, VP International Sales, Enterprise Products at Telestream. "The content transformation challenge was considerable but well within the capabilities of Vantage and Lightspeed. We look forward to growing our relationship with the Festival de Cannes in the future."

Key moments from the Festival de Cannes 2016:
YouTube: *https://www.youtube.com/c/tvfestivaldecannes*

Dailymotion: *http://www.dailymotion.com/CannesFestTV*
#Telestream #Lightspeed #k80 #x264 #Vantage

About Telestream
Telestream provides world-class live and on-demand digital video tools and workflow solutions that allow consumers and businesses to transform video on the desktop and across the enterprise. Many of the world's most demanding media and entertainment companies as well as a growing number of users in a broad range of business environments, rely on Telestream products to streamline operations, reach broader audiences and generate more revenue from their media. Telestream products span the entire digital media lifecycle, including video capture and ingest; live and on-demand encoding and transcoding; captioning; playback and inspection, delivery, and live streaming; as well as automation and orchestration of the entire workflow. Telestream corporate headquarters are located in Nevada City, California. The company is privately held. For more information, visit: *http://www.telestream.net*

More on Videlio Cap'Ciné:
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