



TELESTREAM

Case Study: Orlando Magic Broadcasting



The Orlando Magic Scores with Telestream HD Transcoding

Telestream's FlipFactory is key to Orlando Magic's HD Success, providing transcoding of game-action highlights from EVS to HD for Final Cut editing

"FlipFactory allows us to produce all-HD broadcast packages at a very good price point, eliminating the need for HD tape formats and expensive HD decks. Automation and watch folder monitoring provide a tremendous workflow improvement, and the transcoding speed is excellent."

Rick Price
Assistant Director of Broadcast Technology
& Services, Orlando Magic Broadcasting

Background

The Orlando Magic is a professional basketball team based in Orlando, Florida that plays in the Southeast Division of the Eastern Conference of the National Basketball Association. Since its founding in 1989, the franchise has been in the playoffs for more than half of its existence – making 11 playoff appearances in 20 years.

Orlando Magic Broadcasting is responsible for in-house video and audio production for the team. It also offers state-of-the-art digital video and audio production services to external customers.

The Challenge

The Orlando Magic wanted to create high-definition (HD) broadcast packages. While camera shots and non-game actions were all captured in HD via the OB truck, the challenge was finding a way to produce game highlights and pre-produced features in HD.

According to Rick Price, Assistant Director of Broadcast Technology and Services for Orlando Magic Broadcasting, "Game action highlights are the bricks we use to build anything we need."

Rick's group needed to find an efficient way to convert game highlights coming from its EVS slow-motion, instant replay system into HD-compatible files for its Final Cut Pro editing systems. The EVS system uses a proprietary MJPEG file format.

The Solution

Price looked at transcoding solutions and found that Telestream's FlipFactory was the only one that decoded and encoded the proprietary EVS MJPEG format. FlipFactory also provided automated encoding to DVCPRO HD for its Final Cut Pro editing systems.



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Since implementing FlipFactory in September 2008, the Orlando Magic is now able to create all-HD broadcast packages. From camera acquisition to game highlights, productions are completely done in high definition. The ability to transcode the highlights to HD was the final piece that was needed to enable an end-to-end HD workflow.

FlipFactory also provides automated transcoding and delivery of Final Cut Pro files back to the EVS system. Files are put on a portable firewire drive and taken back to the truck, where content is played out to air.

The Result

"FlipFactory allows us to produce all-HD broadcast packages at a very good price point, eliminating the need for HD tape formats and expensive HD decks," reports Price. "Automation and watch folder monitoring provide a tremendous workflow improvement, and the transcoding speed is excellent."

The Orlando Magic's only alternative would have been to purchase and maintain a more expensive HD tape deck to record the HD highlights. This also would have required the extra steps involved in handling and laying off video to tape.

Running FlipFactory software on a standard 8-core Windows server was far less expensive, plus it offers the ability to do a lot more. It is also used to transcode video to Flash for the web, H.264 for proxies, and to Windows Media for review and approvals

According to Price, "For the cost of the FlipFactory software and the server, we now have an all-HD workflow."

FlipFactory was successfully used by the Orlando Magic the entire 2008/2009 season and the current 2009/2010 season to transcode and deliver over seven Terabytes of HD highlights.

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