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March 17, 2003

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BROADCASTING & CABLE
3.17.03

Newsroom Operations

Telestream Play-Back Plays Spy

MAPreview designed to monitor competing newscasts

Telestream is introducing a product designed to help a station keep closer tabs on competing newscasts. MAPreview uses the Windows Media 9 format, a PC server and a media-management-service directory to help broadcasters record, organize and review multiple video feeds. It can also be used to repurpose content for the Web.

"There are a lot of high-end newsroom systems that let the user get in and work with raw content," says Vice President, Marketing and Business Development, David Heppie. "But no one has focused on really just playing back what went on-air and comparing that to other stations."

Heppie adds that stations currently use VHS

or TiVo to record competing newscasts, neither of which offer indexing of information, searching on timecodes or word searches. MAPreview does.

The system uses a PC video capture card and a Microsoft Outlook-style calendar for scheduling and recording programs onto the server. Bit rate, frame rate and frame size can be adjusted, and metadata can be added. Once the newscasts are recorded, the station can synchronously play back a competing newscast via the jog/shuttle knob to compare news coverage. The system can also be used for ad-run verification, allowing the user to trim and e-mail clips to sponsors and advertisers.



Telestream's MAPreview can also be used to help distribute news content to the Web.

"The user can click on any program recorded in the past," says Heppie, "and bring up a video player with keyframes and the related metadata."—K.K.