



## PRESS RELEASE

### **ARD Sportschau and OpenMedia – a great team**

**The new version OpenMedia 3.7 by ANNOVA Systems will become the editing and management system for the whole program group „Sports“ at WDR.**

**Munich, Germany – 10 th of September 2010** –ANNOVA Systems GmbH, the leading supplier of professional news-management systems that speeds up the process of bringing news on air. ANNOVA Systems announces the order for a further OpenMedia Projekt. Now the full sports production office of the WDR (public broadcaster), in charge of a.o. one of the main sports news shows on German TV, the „ARD Sportschau“ will be completely equipped with OpenMedia.

The OpenMedia system has been used since 2002 in several editorial sectors of the WDR radio and TV broadcaster. The TV directorate then specified the request to introduce OpenMedia in the program content group Sport FS (Sports TV) as editorial and story management system, building a networked editorial system as a standardised communication platform for planning all broadcasts. The program group produces the following regular shows: Sportschau-Bundesliga (ARD), Sportschau (ARD), Sport inside (WDR), WDR Sport aktuell (WDR), Zeiglers wunderbare Welt des Fußballs (WDR), Bundesliga am Sonntag (WDR), ARD Sportschau live (special large live events).

Journalists can plan their story for all the sports shows centralized in OpenMedia. This implements a sports specific workflow in OpenMedia, where a.o. relevant dates by agencies (EventsML) can be automatically imported into the Eventcalendar of OpenMedia. There they are managed and synchronized and the whole editorial team has an overview of all sports events. OpenMedia is also completely integrated in the production process and interfaced with the Quantel production tools for ingest and editing. Within the editing process the team of the broadcaster has access to timing screens and schedules developed specifically for their handling of sports.

The project is completely implemented on the virtual server structure of broadcaster WDR and here as well uses the current state of the art of OpenMedia for fail-safe use and highest performance.

„OpenMedia is the editorial management system already used in broad sectors of the WDR. For the sports editors it will offer the specific advantage of being able to connect existing systems via a central user-interface with each other. Agency notifications for example will not be entered in every OpenMedia system, but added via OpenMedia Connect from our central NVS. The use of OpenMedia Connect massively improves the ease of cooperation of the editorial offices for TV, radio and Internet. This leads not only to faster and more cohesive reporting, but also reduces the cost of content production.“ says Dirk Vollmerhaus, project manager at broadcaster WDR.

Michael Schüller, CEO of ANNOVA Systems comments: „We are proud to get this large project as follow-up order by WDR. It enables us to prove again, that OpenMedia still is the leading editorial system in the German speaking area, surpassing the use of simple news applications. New trendsetting technologies and functionality developed in such projects in close cooperation with the customer are the basis for sustainable growth of OpenMedia and finally let all our customers profit from the shared experience.



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### **About WDR**

The Westdeutsche Rundfunk is an independent public organisation and part of the organisation of public state broadcasters in Germany, which was founded in 1950 as „Arbeitsgemeinschaft der öffentlich-rechtlichen Rundfunkanstalten der Bundesrepublik Deutschland“ called in short: ARD. WDR produces about 37 hours of TV content per day for the WDR TV broadcasts and 20 % of the content of the ARD common nationwide program, called „Das Erste“. In addition WDR delivers productions for the TV channels arte, 3Sat, 1Festival, KiKa and Phoenix. TV programs are produced for the genres news, sports, magazines, feature, docu and TV movies. WDR also has six radio broadcast channels with around 149 hours of programming being produced daily. In addition the broadcaster has a broad Internet presence.

### **About OpenMedia**

OpenMedia is an elaborate Newsroom Computer System (NCS; computer network system for broadcast newsrooms), offering the highest degree of flexibility, speed and scalability for the essential tasks of news production in radio and TV broadcasts – from agency thematic research via script work, scheduling and production to central content planing containers and playout control. It can be used for development from the idea to the final broadcast. It enables various workflows depending on your requirements and perfect integration into the already existing IT- and production environment.

### **Über ANNOVA Systems GmbH**

ANNOVA Systems GmbH offers custom made software solutions as well as development, consultancy and implementation for the broadcast industry. With more than 15,000 users worldwide and more than 20 years experience in broadcast, the companies platform OpenMedia is the leading stand-alone system for news production and rundwon-management today. ANNOVA software solutions are used by private and public broadcasters worldwide. The users include the news teams of ARD, BR, Deutsche Welle, SR, SWR, WDR, RSI, Swiss Radio DRS, RTR, Omroep Gelderland, RFI and RTL TVI. The Annova Systems GmbH, with main offices in Munich, Germany, is privately owned.

For additional information please visit our website [www.annova.tv](http://www.annova.tv) or contact [info@annova.tv](mailto:info@annova.tv).

### **Press contact:**

ANNOVA Systems GmbH  
Tanja Schätzler  
Dachauer Str. 124  
80637 München  
Tel: +49 89 158 155-207  
Fax: +4989 158 155-555  
Email: [tschaetzler@annova.tv](mailto:tschaetzler@annova.tv)  
<http://www.annova.tv>