



PRESS RELEASE

ANNOVA OpenMedia replaces Avid iNews at Swiss Television

With the OpenMedia newsroom system from ANNOVA Systems, a truly cross-media workflow will be implemented at Swiss Television. A single common interface allows editorial staff access to all the material they need –whether text or video - in the Swiss Television production area. Journalists will also be able to exchange information with OpenMedia systems used by sister radio stations Kinderwelten & Radio DRS, enabling better planning and scheduling for all.

Munich, Germany – October 5, 2010 – Swiss Television (SF) has decided for a comprehensive implementation of OpenMedia from ANNOVA Systems, the leading provider of newsroom systems. OpenMedia will be a core system for Swiss Television.

OpenMedia - an editorial system - is designed to facilitate planning and production of broadcast content, and is particularly oriented around news and magazine programming. With modules for news agency searching, report and broadcast planning, and on-air as well as a huge number of integration options, OpenMedia will be at the centre of all journalists' work in Swiss Television.

SRG SSSR (the Swiss state broadcaster) is currently running a convergence project, with the aim of bringing radio and TV together within each language area. In German speaking Switzerland, the new organization will be called „Schweizer Radio und Fernsehen“(short: SRF) from January 1, 2011. In the new organization, there will be two main editorial offices for radio and TV news and departments such as online, culture and sport will be managed jointly.

The introduction of the OpenMedia newsroom system serves to create a multi-step and flexible planning system platform. It works from a Schweizer Fernsehen common agenda of events, to which all the editorial offices contribute. At this point the OpenMedia modules StoryBin and EventCalendar are most evident: the StoryBin creates a container for content and objects which can be connected thematically for multi-platform reporting. In a later phase OpenMedia content will be exchanged with ERP-systems for planning and accounting of the resources used. The EventCalendar is used by journalists to connect events, shows or projects with relevant documents, contacts and videos for. Multiple parallel searches for the same information are avoided to a huge degree and new synergies are built for planning and production. At the same time the requirements for company-wide transparency and editorial autonomy fulfilled.



PRESS RELEASE

At Schweizer Fernsehen, OpenMedia plays a leading role not only in the planning of themes and events, but also for broadcast planning and on-air control. Realtime news from a total of nine agencies is delivered to an OpenMedia ticker display; and within the complex workflow OpenMedia is also working with another 13 systems including scheduling, CMS, automation, graphics, teleprompter and video-servers within the complex workflow. Using MOS and XML interfaces as well as individual scripts OpenMedia integrates systems by Quantel, AVID Unity, Grass Valley K2, Autoscript, Vizrt, eZ Publish and Exchange. In addition EBU dopesheets and the systems Proteus (Traffic and station management), FARO (video archive), Newsoffice (shared contact information) and FAB (title generation) are integrated via XML into the workflow of Schweizer Fernsehen.

Flexibility, integration potential and modularity were the key factors in selecting OpenMedia to replace the iNews newsroom systems. With OpenMedia Version 3.7 ANNOVA Systems is able to meet the stringent requirements of SF and so enables employees to work in ways that are not only innovative but also more efficient.

Taking advantage of the OpenMedia Connect module, the existing and separate OpenMedia systems at Information Radio DRS in Bern and at tri-media project Kinderwelten in Zurich will be connected with the main SF system. For each user, the appearance is as if they were working with a single system - planning and stories from one system can be directly used in the broadcast schedule of the others.

OpenMedia is currently being implemented at Schweizer Fernsehen and is expected to be commissioned this year. Dieter Fahrni, project manager for the introduction of the new editorial system, says: „The decisive points for the change to OpenMedia were the new planning tools and the broad possibilities for integration with surrounding systems. With the module OpenMedia Connect we also gained the possibility to support the tri-media focus of our company.“

ANNOVA Systems GmbH continues its international expansion strategy with this client win. Michael Schüller, CEO of ANNOVA Systems, says: „ With Schweizer Fernsehen we are proud to welcome a further leading broadcaster as a client at ANNOVA Systems “. Thank you for your trust and confidence in us. As this project is already under way, we look forward to moving successfully ahead with all the contributors to the project.“



PRESS RELEASE

About Schweizer Fernsehen

Schweizer Fernsehen (SF) is a public service television broadcaster. It upholds the highest professional and ethical standards. Its values are independence, fairness, innovation, reliability and audience proximity. Schweizer Fernsehen and 3sat, Schweizer Fernsehen makes a significant contribution to fulfilling the broader performance remit. SF is part of the SRG SSR idée suisse, a media enterprise governed by civil law and operated in accordance with the principles of company law. Its remit is based on the Swiss Federal schedules are aimed at all viewers in German-speaking Switzerland and are structured around both majority and minority interests. SF programming is aimed at informing and entertaining, as well as promoting social cohesion and mutual understanding. With its varied and successful viewer-oriented schedules on the three channels, SF 1, SF zwei and SF info, its extensive sf.tv website and its involvement in HD suisse Constitution, the Federal Radio and Television Act (RTVA) and its charter, and is one of public service. As a non-profit organisation, SRG SSR derives around 70 percent of its revenues from licence fees and about 30 percent from commercial activities. It is politically and financially independent.

About OpenMedia

OpenMedia is an advanced news management solution featuring powerful tools that enable highest productivity levels in story tracking, cross media planning, event planning, rundown management, web distribution, control room functionality, information sharing and playout control.

OpenMedia, the comprehensive, all-in-one Newsroom Computer System enables the development a story from concept through to broadcast. It provides for flexible workflows in line with news requirements and offers well established integration with the existing IT and production environment.

About 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, NDR, 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.



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