



PRESS RELEASE

SRG (Swiss Radio and Television) selects OpenMedia as global newsroom system

Munich – 05/09/2011 Following a detailed evaluation process, Swiss Radio and Television has decided to implement OpenMedia across its entire network of broadcasters.

SRG is one of the largest and most complex broadcasters in Europe, operating in four languages across multiple platforms including – but not limited to - Schweizer Radio und Fernsehen (SRF), Radiotelevisione svizzera (RSI) and Technology and Production Center Switzerland (TPC).

From 1st August 2011 all broadcast entities within SRG have had access to the full range of OpenMedia tools and services. Using a Campus License to manage the use of OpenMedia modules, as well as a frame contract to embed and guarantee service maintenance, SRG is in a position to move ahead with its plans to implement tri-media workflows and output everywhere.

„We are delighted that SRG SSR has committed to OpenMedia. This will enable them to expand the multi-media approach of the separate broadcasters, and will put them in a great position to work collaboratively and deal with the challenges of the future.“ comments Frank Altmeier, Sales Manager, ANNOVA Systems.

Some areas of SRG have in fact been using OpenMedia since 1999, and have already implemented tri-media workflows in some areas. The global implementation will increase the scale of benefits, enabling stronger collaboration across departments and more effective management of programming and planning for the 2,000 journalists. While each division has the ability to build their own workflows, it will be simple for them to adopt best practices from one another.

“After the positive experience and high acceptance levels of OpenMedia in previous projects, we’ve decided that the best way forward is buy a Campus License. With this, we are able to fully exploit OpenMedia on a journalistic and commercial level.“ says Silvio Studer, CTO from SRG. *“Over the next years OpenMedia will become the essential tool for our journalists. Having a close strategic partnership to ANNOVA Systems ensures that we always will be technically up-to-date while backing up our further investment.“*



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About ANNOVA Systems GmbH

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

For additional information please visit our website www.annova.tv or contact info@annova.tv.

Press contact:

ANNOVA Systems GmbH
Marie Wagner
Dachauer Str. 124
80637 Munich
Tel: +49 89 158 155-207
Email: mwagner@annova.tv
<http://www.annova.tv>