

THE BLUENET WORKFLOW

Reinventing graphics at the U.K.'s largest broadcaster

ITV is the U.K.'s largest commercial broadcaster, with a network of studios ranging from Newcastle in the north to the Channel Islands in the south. When ITV recently launched a complete upgrade of its broadcast graphics capabilities, ChyronHego's BlueNet™ offered the ideal solution.

“Replacing our entire graphics system was a very large project for us and was set with many challenges – not the least of which was the very aggressive deployment schedule,” said Neville Booth, creative director, ITV News. “We needed to get 10 regions onto the new system within six months and train more than 500 staff members, all while maintaining broadcast continuity.”



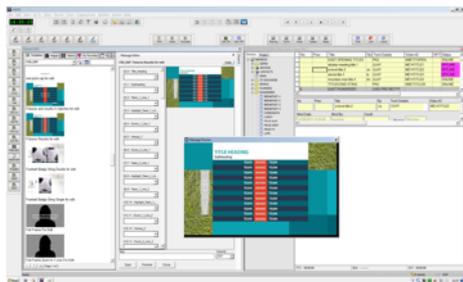
RISING TO THE CHALLENGE

As ChyronHego's end-to-end graphics workflow for news, sports, and entertainment, BlueNet tightly integrates the world's most advanced graphics creation, collaboration, management, and playout systems to help ITV minimize cycle times from creation to air and ensure the highest production value in the shortest time – every time. Working with the ChyronHego team, ITV was able to meet its aggressive deployment schedule.

“One of the concerns we had starting a project of this magnitude, with so many time and resource restrictions, was our confidence in a team who could deliver what we needed as quickly and smoothly as possible,” Booth related. “From the beginning, we had confidence that the ChyronHego team could deliver outstanding results – and that has proven to be the case.”

STUNNING, EASY-TO-CREATE NEWS GRAPHICS

“One of the important things ChyronHego has done for us is to demystify the whole process of graphics creation,” said Liz Hannam, head of news at ITV News Central. “Suddenly any journalist can make great looking images on screen. BlueNet has resulted in tremendous improvements in our output.”



Through integration with ChyronHego's Axis World Graphics, a hosted, on-demand graphics production environment, BlueNet enables ITV personnel to access templates and create graphics in minutes. Team members can collaborate, share, and re-purpose graphics to air quickly and easily. “The great thing about the Axis templates is that we're no longer restricted to the times when the graphics artists are available,” Hannam added. “And sometimes you can't tell the difference between a template graphic and a bespoke image.”

HIGHLY EFFICIENT, 24/7 GRAPHICS CREATION

In the past, our designers were isolated within our 10 regional sites,” said Booth. “By bringing them together in a single ‘room’ using Axis World Graphics, they’re able to talk to each other and share ideas.

Plus, we’re able to identify common themes and bring those together as single jobs, which we can then share around the regions for greater consistency and less duplication of effort.” Hannam added, “It is wonderful for our producers to be able to access graphics any time of the day or night or weekends. Our news operation is 24/7 so our graphics need to be the same.”



THE SKY’S THE LIMIT FOR BROADCAST GRAPHICS

With ChyronHego BlueNet, ITV has built an extensive library of graphics that can be accessed by editorial teams around the country. “Our graphics library has no upper limit; in fact, we’re quite prepared to just let it grow organically as it will,” Booth related. “ChyronHego has put us in a revolutionary position!”

“It is difficult to express in words what Bluenet has done for us,” Hannam added. “In addition to the amazing creativity of the ChyronHego graphics designers, BlueNet offers portability, accessibility, and immediacy to the graphics process and empowers our producers, journalists, and other personnel to access the graphics and tools they need at any time.”