



British Sky Broadcasting Group (BSkyB)

Quotation:

“Before the Actus Media Monitoring system was installed at BSKyB, if I needed to send a DVD clip out of the office it could sometimes take hours before the media would be transferred from VHS to DVD, now I can create DVD’s right from the Actus machine, instantly! Actus has really improved the workflows of BSKyB’s compliance department; we can now work faster and more efficiently than ever before”

-Nathan Tanner, Manager Program Traffic, Services and VTT at Sky

Business Summary:

British Sky Broadcasting Group is the United Kingdom’s largest pay-TV broadcaster with approximately 9.8 million subscribers, almost all of which are daily viewers from across the United Kingdom and the world. BSKyB is responsible for the full production and transmission of its various daily news broadcasts, reality TV shows, and numerous sitcoms in addition to the transmission of its 10 subsidiary stations. BSKyB transmits over 70 broadcasted TV channels 24/7 to its subscribers.

Challenge Presented:

Before being introduced to the Actus Media Monitoring System, BSKyB, like many other leading broadcasters around the world, have made the decision to go tapeless. Since the 1990’s BSKyB has required a dedicated a team of compliance personnel monitoring more than 70 VHS tape decks, ensuring all were recording properly, while constantly changing and archiving the tapes every 8 hours requiring storage for almost 20,000 tapes at any time. Because of tapes bulky size, temperamental tendencies fragility, and difficulty to find and retrieve the content, working with VHS tapes has presented many challenges to BSKyB, including the massive amount of storage space required to house 90 days or media, constantly having to circulate out of date material with new tapes, and trying to recover lost media from damaged cassettes.

One of the biggest challenges presented to BSKyB when looking for a digital media monitoring solution was choosing a company that has enough experience, and a diverse enough product line to take the entire organization from VHS tapes into the 21st century by going to a completely digital work environment, as well as add more cost effective tools into their workflow.



Solution:

BSkyB evaluated a number of systems to fill their needs before choosing Actus' Media Monitoring Solutions, because of its built-in features giving them a system that was both easy to use, and versatile enough to handle all their digital recording needs. Complete with enough on board storage to keep over 90 days of media available at the click of a button Actus' Media Monitoring solution will allow BSKyB to completely eliminate the need for VCR recorders and VHS tapes, saving them time, space and money. Since all the media is being recorded with RAID 5 redundancy system users can be assured that the media will be there when it's needed.

At BSKyB the Actus Monitoring Solution has now taken on additional rolls, way beyond their initial purchase. With an integrated monitoring application BSKyB technicians are now alerted instantly when the Actus system detects a feed error, to minimize their response time to a variety of feed errors. The Actus Monitoring System also complements future needs that BSKyB identified as important to them, capabilities such as: tracking actual ratings alongside the broadcasted media, for rating analysis; automatically detect fingerprinted content, and the new media distribution center-stream live, or export media directly to any web or mobile CDN. All those capabilities can be unleashed by upgrading software components only, on the hardware platform provided to BSKyB.

The Results:

Since the initial installation at British Sky Broadcasting Group over two years ago the compliance team uses the Actus Monitoring System on a daily basis ensuring that all channels are playing as they should and giving system users the ability to select and view any media clip. Exporting, e-mailing, and delivering media around the world has become a pleasurable task, and is no longer the nightmare it once was.

Since its initial system purchase in 2008 BSKyB has expanded the system by an additional 8 channels and has been discussing a potential full system upgrade in the upcoming year.

"Before the Actus system was installed there were thousands of tapes that needed to be changed, stored, and quickly located, now that all the media is stored onboard there is no need for the VHS recorders of the stacks of tapes. All the media is available instantly!"

-Nathan Tanner, Manager Programme Traffic, Services and VTT at Sky