



TELEVISA counts on TEDIAL for the modernization of its TV shows postproduction.

Málaga, March 19th, 2008 - TELEVISA selects TEDIAL's technology to modernize the post-production system of entertainment TV programmes at its installations in San Angel. TARSYS is the content management system of TEDIAL which allows the implantation of the "tapeless" model in television. TARSYS is integrated with the entertainment editorial office of TELEVISA, consisting on Avid iNews and Interplay, including two essential requirements to the solution: High availability and scalability. TARSYS also includes automatic indexing and cataloguing tools, that makes the access to the audiovisual material easier and faster.

The technology of creating and managing media flows (MPM, MEDIA PROCESS MANAGER) automates exchanges of media and metadata between editorial office and digital archive. MPM imports from iNews, the texts associated to the programme and the previous cataloguing (locators and complementary metadata) existing in Interplay. Hereby, TEDIAL's technology contributes to improve the productivity of TELEVISA, taking advantage of all the documentation work done at the editorial office.

The integration accomplished by TEDIAL in TELEVISA, makes the digital archive and editorial office a production unity, where the editor is able to incorporate material to the project, by a simply drag&drop operation between the consult client of TARSYS, and the selected window in the AVID editor.

TEDIAL has optimized the storage in TELEVISA including AST system as part of the solution, allowing partial recovering of video fragments. AST, the HSM system (Hierarchical Storage Manager) of TEDIAL, applies intelligent policies to automatic migration of discs-tape library, and makes possible a dynamic swinging of flows that get in & out to storage system, maximizing the available bandwidth.



Down to date, three are the systems of content management installed by TEDIAl in TELEVISAl: Master of the four open broadcast channels (2005), sports (2006) and shows edition (2008). The spectacles (media format DV25-MXF) and sports edition (media formats DV25-AVI and audio PCM-WAV) share the tape library LTO. Users of Interplay (News-cutter) and Vortex systems (liquid) are able to create EDLs with material from both editorial offices. The re-encapsulating of media MXF <-> AVI), necessary between editorial offices, is transparent to them.

TELEVISAl is the largest Spanish speakers media group over the world. Among its many services, we have programmes of "pay TV", international distribution of programmes in Spanish, satellite TV, publishers of newspapers and magazines, radio stations and movies production. Through its affiliates and strategic partnerships, TELEVISAl exploits the open TV channels 2, 4, 5 and 9; also 220 stations and 33 local channels; produces and broadcasts restricted TV signals; distributes TV programmes for the national and international market; develops and carries out TV services directly to home by satellite; publisher companies and distribution of publications; provides cable TV services, produces and broadcasts radio programmes; promotes sport and special events, produces and distributes movies and operates an horizontal web portal.

About Tedral.

Tedral, Tecnologías Digitales Audiovisuales, is a 100% Spanish company that focuses its work on the development of R+D+I products in audiovisual technologies sector, bringing custom-made solutions of digitizing, cataloguing and archive, using its own technology.

For more information, visit our web site: www.tedral.com