



# Channel Branding

## Sophisticated and efficient real time channel branding

With the increased number of channels and the growing competition over ratings and revenues, creating a channel identity and strengthening viewer loyalty has become in recent years one of the biggest challenges for broadcasters. Besides the actual content being aired, channel branding is probably the most efficient and popular tool for broadcasters to differentiate themselves.

Channel branding includes all self promoting elements aired during programming, including; "coming up next's", snipes, animated logos etc. It was a common practice for the graphic/promotion department to create all these elements, and render them to a sequence of animation. These pre-rendered sequences are saved as secondary events in the automation playlist to be triggered to air. While this workflow may seem solid and visually provides high quality images, it is severely inefficient. The amount of graphic elements that need to be created every day is enormous; the work is repetitive and consumes a lot of resources on a daily basis. This workflow is also vulnerable to last minute changes as all elements are pre-rendered. Any change in the TV programming will result in either recreating the elements or simply not using them. Lastly, such a solution results in populating the automation playlist with hundreds of secondary events that needs to be created on a daily basis.

### Real time rendering of branding graphics

Orad's channel branding solution was designed to address those issues. All branding elements are rendered in a real time, the workflow is template based, and it promotes the idea of "create once use many". With Orad's channel branding solution, graphic templates are created once and are populated during production with real time information, images and video clips, eliminating the need to create countless versions of the same graphic element with different content. As all graphic elements are rendered in real time, the solution offers far greater flexibility for handling last minute changes and updates.



Courtesy of HBO , Singapore

### Smart logic for easy use

Orad's channel branding solution implements a smart logic mechanism which establishes logical scenarios between the different elements. For example, if two graphic elements are displayed on the same screen area, it is easy to create a condition that before animating one of the elements, it will check if the second element is on air. If it is on air, the system will automatically animate out the current on air element before animating in the second one. Another example of the solution's intelligence is its ability to retrieve playlists from traffic. The solution automatically creates corresponding playlist with all graphics' secondary events and sends the newly created playlist back to the automation system. This mechanism eliminates the need for manually populating the playlist with secondary events and therefore significantly reduces operation costs.

### Efficient workflow

The solution seamlessly integrates with all commonly used automation systems such as Snell's Morpheus, Harris's ADC 100 and D Series, Pharos, Pebble Beach, and others. One of the solutions' strengths is its ability to pass parameters from automation. This functionality is very useful for generating a string of graphic events through a single command (for example, animate in, update info, loop, and animate out) and therefore significantly reduces the number of secondary events. Another unique feature is the validate command. Validate command is typically sent from automation around 20 minutes before a graphic item in the playlist needs to be aired. Once validate command is received, the system will validate that all necessary elements such as video clips, textures and data are available. If not available, a message will be sent to the operator indicating what element is missing, providing him with enough time to address the issue.



Courtesy of REDE Record , Brazil

### Sophisticated images

Orad's branding solution not only focuses on streamlining the workflow but also provides superior visual capabilities, offering a post production look produced in real time environment. Like the rest of Orad's portfolio, the entire solution offers a true 3D real time rendering and plays back multiple video clips in different formats and resolutions. Based on Orad's texture mapping technology, the clips are mapped to any object in the graphic scene, enabling any animation that is applied to the graphic object to be automatically applied to the clip. In the channel branding environment those clips are typically used in coming up next snipes and full frames. In addition to the clips, the system supports 16 channels of embedded audio that can be mixed with each other. The system also support live video feeds which can be scaled up to 12 in SD and 6 in HD, retaining a constant two frame delay regardless of the number of video feeds. The use of live video feed is particularly useful for PGM squeeze backs during end of show credits. In such a scenario the PGM is looped into the system as a live video feed, it is mapped to a graphic object and squeezed back thereby promoting the coming up next programs. The internal video delay ensures a smooth transition in and from the squeeze back.

### Channel in a box

Blend – channel in a box is a recent addition to the Orad portfolio. Blend offers a turnkey file based channel in a box solution which combines video playback and rich branding graphics - both generated from the same box. Blend is an ideal cost effective solution, can store up to 120 hours of video content, can be controlled by automaton or rely on its internal playlist, plays clips back to back frame accurately, and takes advantage of all of Orad's branding capabilities.

### 24/7 reliability

Orad's branding solution can be implemented both on the up and the downstream and was designed for 24/7 operation. As such, it deploys all the necessary redundancy and fail over mechanisms such as hot swappable dual power supply, Raid disk configuration, and mechanical and software bypass which ensure safe on air operation.

