

CASE STUDY: MMC Film & TV Studios
Vienna – June 02, 2023

MMC Film & TV Studios: GENESIX boosts production of Germany's biggest TV shows

All it takes is 1 GENESIX VideoServer with 16 channels shared by 3 MMC control rooms and industry-leading technology made by STRYME.



MMC Studios, Germany's No. 1 TV and film studios, are best known for more than 100 international feature film productions and co-productions ("Amélie", "55 Steps", "Stowaway", etc.), 10 Oscar nominations, and for being the hotspot for Germany's biggest and most popular TV shows – "Let's Dance", "Deutschland sucht den Superstar", "The Masked Singer", and more. State-of-the-art infrastructure, top-quality services and sophisticated high-tech solutions make all the difference. Thanks to STRYME's ultra-slim GENESIX VideoServer, three MMC control rooms can now access 16 channels simultaneously and benefit from the clear-cut simplicity and safety of just one playlist with instant and easy access to the fill and key clips they need.

When the provider of the predecessor system discontinued support services in Germany, MMC Film & TV Studios needed a new and failsafe playout system for major show productions. “As we no longer wanted to check and re-check two different playlists for the correct fill and key clip, we were looking for a system that would facilitate control room workflows with instant and easy access to clips, combinations and sequences of clips, and ensure a hassle-free playout,” explains Volker Danckwortt, Chief-Operator MAZ-Technics at MMC Studios. “The GENESIX VideoServer made by STRYME was the best solution. STRYME designed the playout of combined fill and key clips to our needs and made sure that the video server’s 16 channels reliably serve three control rooms simultaneously. Now we can work with just a single clear-cut playlist that sometimes provides about 30 different fill and key clips via a user-friendly interface. This makes things so much easier for show productions and post-productions. What’s more, with the new Instant Replay Function we help game show judges to quickly determine a winner. Bottom line: GENESIX boost the quality of our productions, and it’s quality that makes a great viewer experience.”

ITcon4Media – STRYME’s exclusive partner for Germany and Switzerland – took care of the entire project management. To realize MMC Studios’ requirements for parallel access to the GENESIX VideoServer’s 16 channels, without several operators working simultaneously on one local server, STRYME opted for client PCs with access to the server’s resources via the user interface. Different control rooms can now easily access all the selected video server channels.

STRYME CEO Goce Zdravkoski sums up: “Our technical implementation focused on boosting MMC’s multiple show productions with speed and simplicity, efficiency and flexibility as well as maximum usability and reliability. For us and for our partner ITcon4Media the project proved once again the importance of high-quality workmanship and the ability to think outside the box to come up with a sophisticated state-of-the-art solution that meets client needs.”





MMC Film & TV Studios

MMC Studios are the No.1 TV and film studios in Germany, spanning a modern 157,000sqm production site and more than 20 studios over a 27,000sqm area. As the leading production location, MMC combines state-of-the-art infrastructure with high-quality services for customers, ensuring optimal conditions with numerous indoor and

outdoor sets, all technical trades related to film and TV production technology, OB trucks, set construction and post-production. With UHD-HDR production technology, highly efficient post-production workflows and a 4K grading suite, MMC Film & TV Studios are the leading full-service provider for entertainment shows and series as well as an experienced producer, co-production partner and service provider for international and national feature films.

More: www.magicmediacompany.de/en/



About STRYME

STRYME is an innovative video server manufacturer for broadcasters, telecommunication companies and cable MSOs. The Austrian market leader is known for uncompromising quality and reliable sport, live and news production solutions that simplify, speed up and optimize daily workflows. STRYME is a trusted industry partner and has implemented projects on a global scale for well-known customers since 2005.

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About ITcon4Media

ITcon4Media has been a trusted partner for broadcasters and production companies for more than 25 years and has implemented many innovative IT-based broadcast solutions. The company's hands-on expertise includes a full spectrum of services, from the analysis and design of system architectures, budget-conscious planning and efficient project management through to seamless system integration.

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