

Vienna, May 2020 – Case Study, ProSiebenSat.1 PULS 4

Fast. Easy. Affordable.

PULS 4 – a ProSiebenSat.1 PULS 4 Group company – reaps maximum benefits from GENESIX

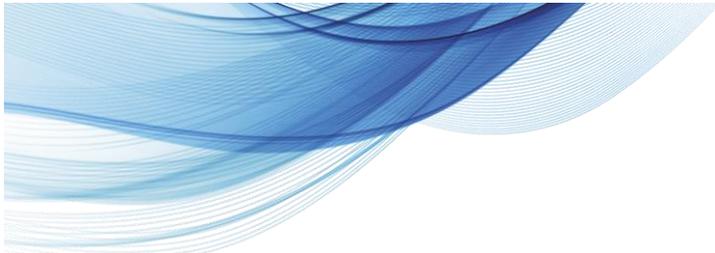
After having rented and extensively used a GENESIX VideoServer since 2015, the enthusiasm for the easy-to-use failsafe 24/7 system gave impetus to the ProSiebenSat.1 PULS 4 Group to purchase the latest 2U edition GENESIX VideoServer with 16 HD-SDI channels for its leading Austrian private TV station in March 2020. As one of the most diversified media companies in Europe, ProSiebenSat.1 addresses over 45 million TV households in Germany, Austria and Switzerland with 15 free and pay TV channels, leading entertainment brands and numerous successful productions. Needless to say, STRYME's flagship product was put through its paces over the past 5 years.



ProSiebenSat.1 PULS 4 already used the GENESIX VideoServer for live, studio and on-location broadcasts of the Austrian legislative elections in 2019. Its free TV stations ATV, PULS 4 and the new NewsChannel PULS 24 covered all debates and election news programs. The ultra-slim 2U GENESIX VideoServer was put to good use to streamline workflows. As the only high-tech server on the market with up to 16 HD-SDI channels and 4K UHD readiness, it supports every format and every codec – from multi-cam ingest to high-quality playout.

The media group also produces high-quality entertainment programs, such as the “PULS4 Start-Up Show 2 Minuten 2 Millionen” – a show known as “Shark Tank” in the USA – which has an average audience of up to 308.000 viewers with a market share up to 16% in the younger audience 12-49 on Tuesday evenings, or the weekly comedy primetime game show “Sehr Witzig!? Der Witze Stammtisch” which had an average audience of up to 231.000 viewers and a market share up to 9,3 (adults 12-49). PULS4 is the most-watched purely Austrian private station with the highest market share in all relevant target groups – both in the general population (adults from the age of 12) and in the young target group of 12- to 49-year-olds relevant for advertising.

To produce and broadcast high-quality content and continue to captivate its audience with top notch entertainment, ProSiebenSat.1 PULS 4 required an efficient, cost-effective and easy-to-use solution with maximum compatibility for PULS 4. STRYME stepped up program management and workflows by equipping the GENESIX VideoServer V9 with its user-friendly AutoNaming function and adding 3 lightweight GENESIX 2GO storage units:



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The AutoNaming function automatically names and categorizes clips and camera settings in logically structured directories and sub-directories. Cutters with individual user profiles can easily retrieve and reuse the clips they need for editing, re-sequencing, post-production highlight cuts, etc. This makes post-production work child’s play.

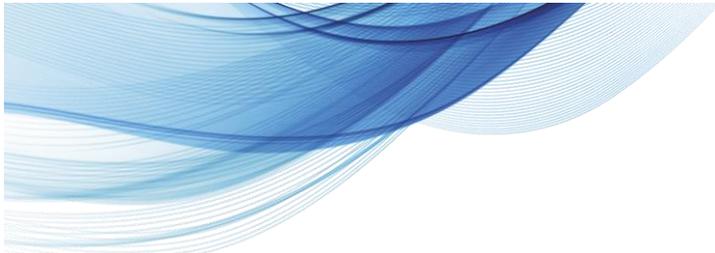
GENESIX 2GO is perfect for mobile and flexible production scenarios. Weighing less than 3kg, it is a high-tech storage/backup and data transportation device with a capacity of up to 6TB packed in a sturdy casing. Its high bandwidth ensures rapid video content transfers in real time for up to 16 channels (XDCAM HD 422) without compromising quality.

GENESIX 2GO and the GENESIX VideoServer come complete with Ingest, Transfer Manager and MAM. A cable connects the two. All data (clips, video footage, etc.) is transferred and stored simultaneously on the ultra-slim GENESIX VideoServer and on the portable GENESIX 2GO storage units. After recording, data transfer to post-production is as simple as “unplug and go”.



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Philipp Beuchert, Head of Broadcast & Production Systems at ATV Privat TV GmbH & Co KG and responsible for technical matters at PULS 4 recaps: “We have worked with the GENESIX VideoServer for more than 5 years. Its high-tech features, yet simple operation and easy integration with other processes impresses us every day. One of the key features, is GENESIX 2GO. This helps us to simplify and fasten our postproduction workflows. That is why we decided to buy the latest edition, the GENESIX VideoServer V9, as well as five GENESIX 2GO storage units.”



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STRYME CEO Goce Zdravkoski adds: “We promise our customers to provide them with the best possible and most versatile broadcast solutions at the best price-quality ratio. Therefore, we are constantly honing the edge of our technology. GENESIX is a sophisticated, all-in-one failsafe solution that ensures broadcasting around-the-clock without the major costs and overheads of a traditional broadcast system.”

In the broadcasting industry, STRYME software solutions have become synonymous with state-of-the-art broadcasting, automation and control technology made in Austria. Whether locally in the home market or in Germany, France, Italy, Russia, USA, the United Arab Emirates or Southeast Asia, numerous internationally renowned broadcasters rely on the rock-solid, around-the-clock stability provided by STRYME’s out-of-the box solutions.

About STRYME



STRYME is an innovative video solution expert for broadcasters, telecommunication companies and cable MSOs. Based in Vienna and San Francisco the company 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 have implemented projects on a global scale for well-known customers since 2005.

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About ProSiebenSat.1



ProSiebenSat.1 is one of the most diversified media companies in Europe and employs more than 7,000 people. The media group addresses over 45 million TV households in Germany, Austria and Switzerland with 15 free and pay TV channels, leading entertainment brands and numerous successful productions. In Austria, its portfolio includes the free TV stations PULS 4, PULS 24, ATV and ATVII.



PULS 4 is the most-watched purely Austrian private station with the highest market share in all relevant target groups. With the launch of Austria’s 4th full-service station PULS 4 in January 2008, the media group has established itself with a variety of productions and successful formats, e.g. the hit show “The Masked Singer Austria”, PULS 4 Start-Up-Show “2Minuten 2Millionen”, “UEFA Europa League”, the discussion show “Pro & Contra,” or the info shows “Café Puls” and “PULS 24 NEWS” which are also broadcast on ProSieben Austria and SAT.1 Österreich.



ATV, Austria's first private television station, entertains viewers since 2003 with its productions, major Hollywood blockbusters, award-winning series as well as independent information. It operates "ATV Aktuell", the most successful news channel in Austrian private TV.

Web: www.prosiebensat1.com/en