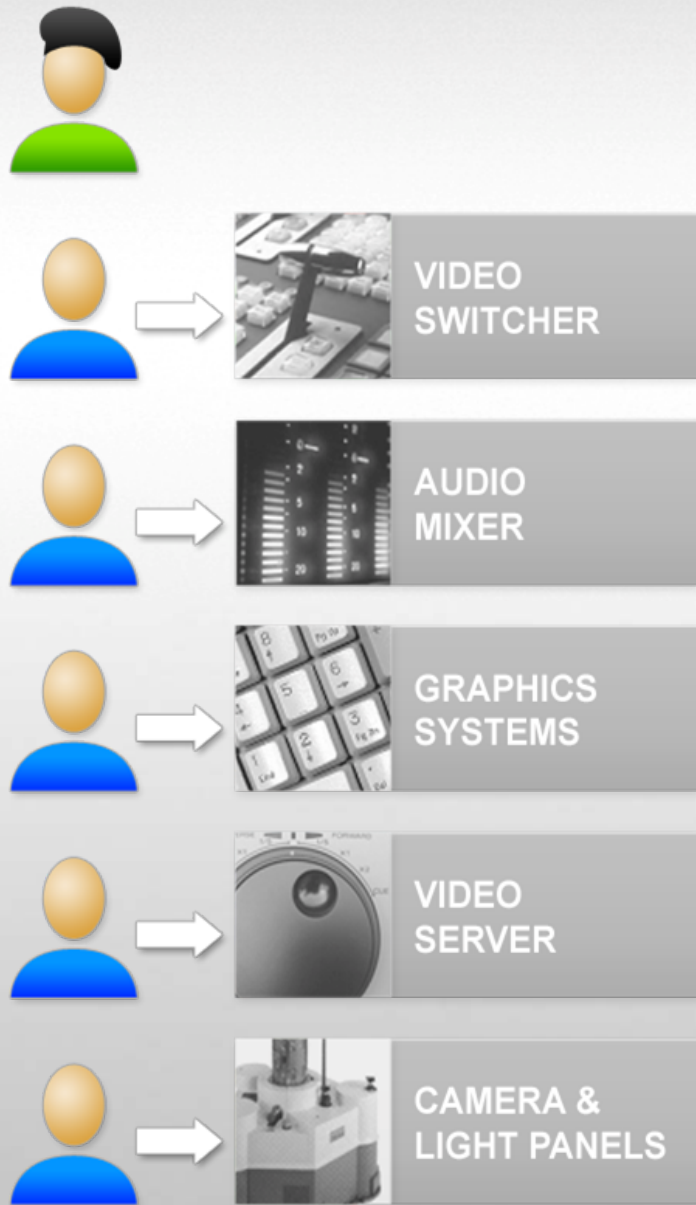
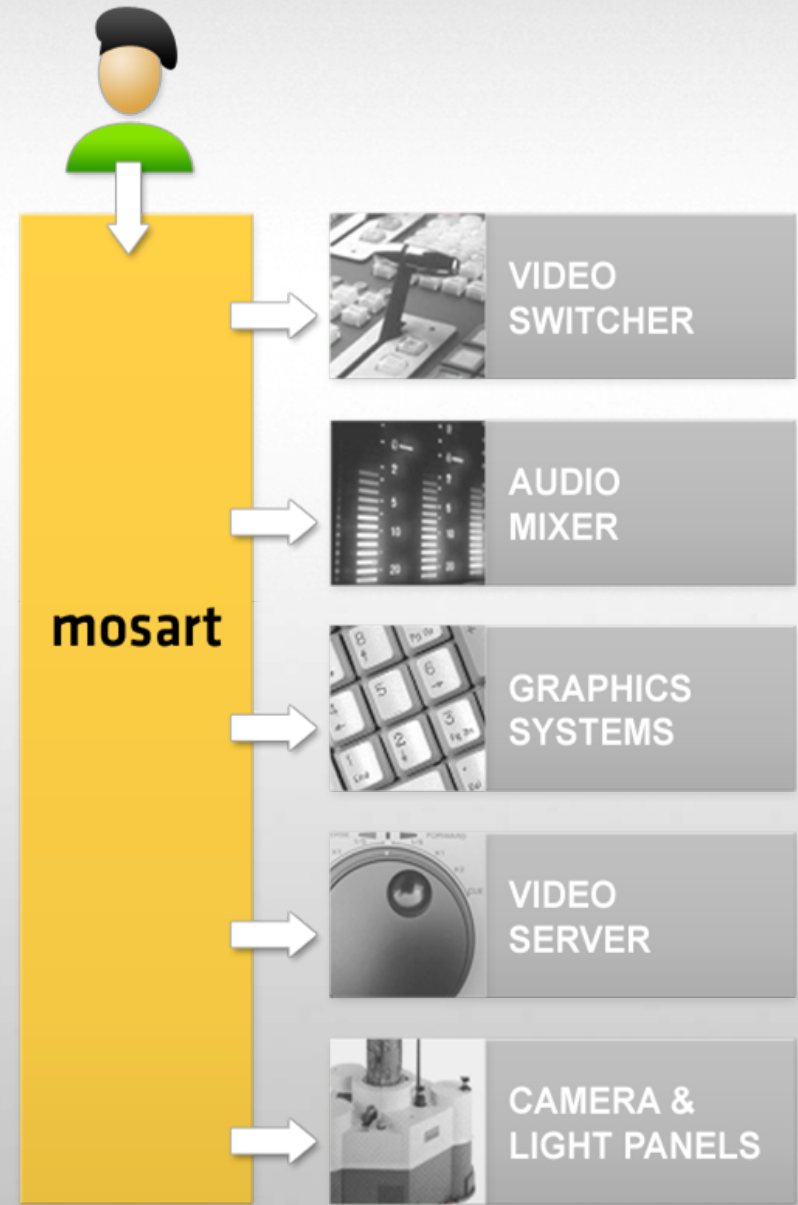


From six



To one



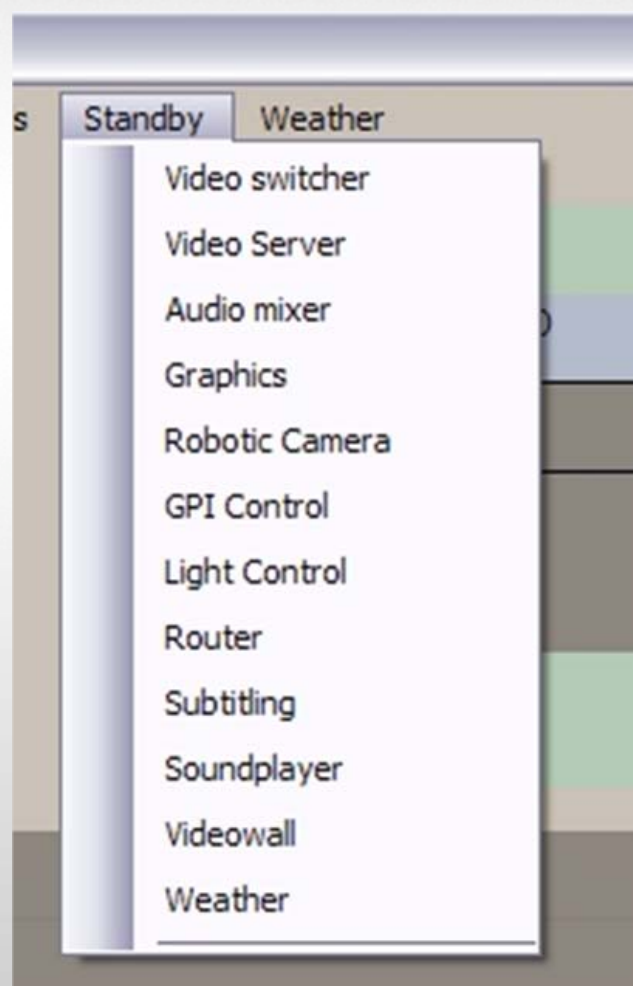
mosart

newscast automation

making newscast a one-man show







Mosart Medialab – the company

2002 A team of directors and producers in TV 2 Norway starts concept development.

2005 First time on-air 2nd of April: Breaking news on Pope John Paul II death

2007 Mosart on-air with TV 2 Nyhetskanalen 15th of January

Mosart Medialab founded 1st of May, based on proven success in TV 2 Norway and considerable interest from fellow broadcasters

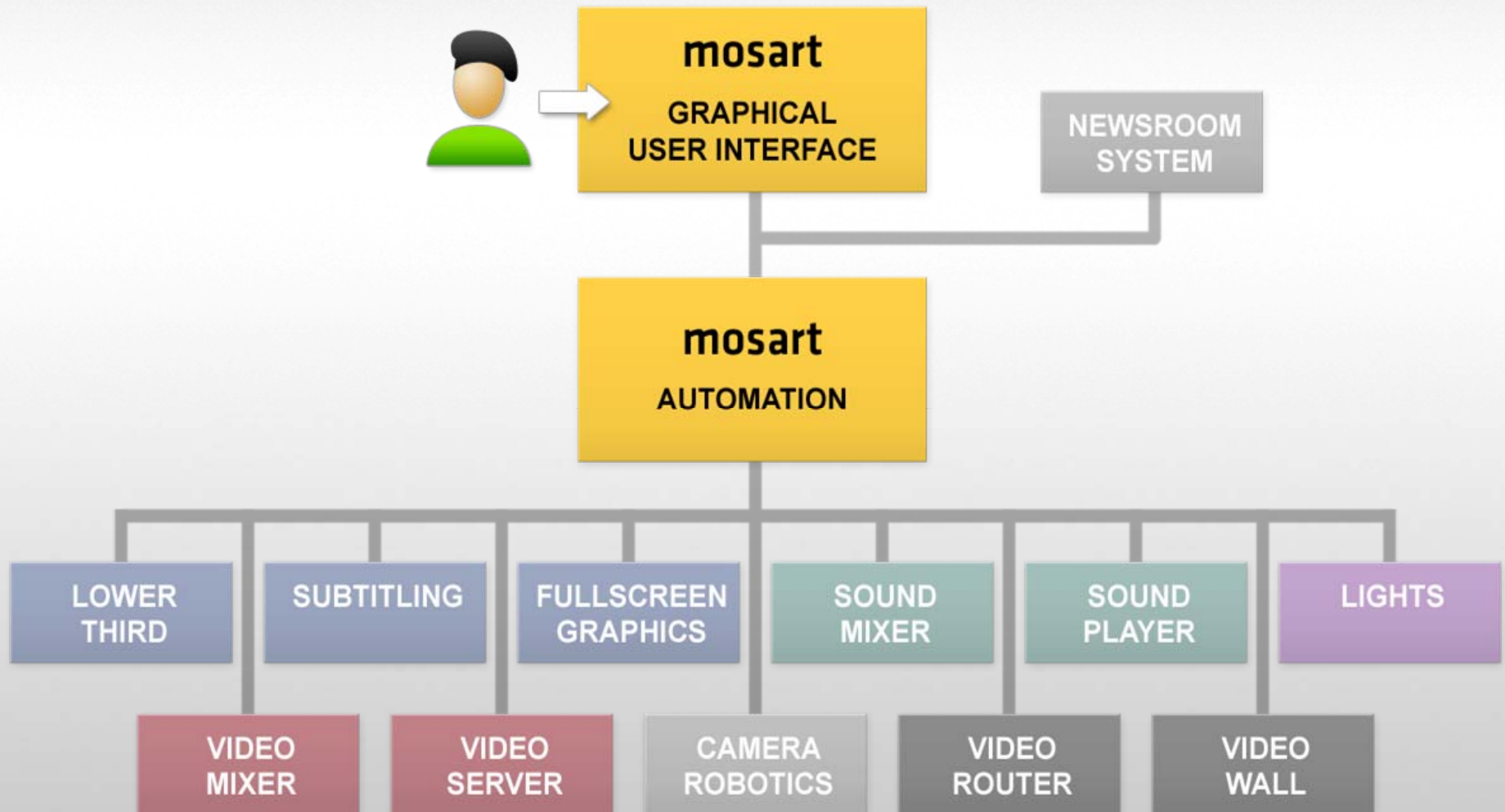
2008 References at end of the year:



2009 Mosart Medialab signs agreement with Snell for the Americas
- installs first system at Sinclair Broadcast's WBFF station in Baltimore
NRK in Norway and YLE in Finland signs contracts for Mosart



Controlling the complete gallery



Why Mosart? (1)

FREEING RESOURCES

- More content production
- New channels
- Cost reduction up to 20 man-years

LOWER COMPETENCE REQUIREMENTS

- User friendliness
- Multifunctional personnel
- Reduce stress
- Full or part automation – one system

EMERGENCY

- Breaking events, when not enough available resources

JOURNALIST ADAPTED

- No change in the way the journalist write their script

Why Mosart? (2)

TO THE CONTENT

- Present advanced visual expressions at high pace
- No limitation in broadcast look
- Change rundown during newscast
- Jump in Mosart order of execution
- Take cameras, visual expressions, clips, effects and graphics directly from keyboard

TO THE QUALITY

- Perform newscasts with high pace without human error
- Ensure output of effects planned in newsroom system

OPEN SYSTEM

- Open System – i.e works with all major vision mixers

CASE: TV 2 Nyhetskanalen – Norwegian National News Channel

Gallery crewing with and without Mosart (1)

TV 2 - after digital newsroom - **before Mosart**

1 Director
+ 1 Technical director
+ 1 Audio-man
+ 1 Camera / light man
+ 1 Graphics operator
= 5 crew men

3 daily weekday shifts
2 daily weekend shifts -> 19 shifts

CASE: TV 2 Nyhetskanalen – Norwegian National News Channel

Gallery crewing with and without Mosart (2)

TV 2 Nyhetskanalen **with Mosart** (in operation since January 2007)

1 Director
+ 1 Audio/camera/light
= 2 crew men

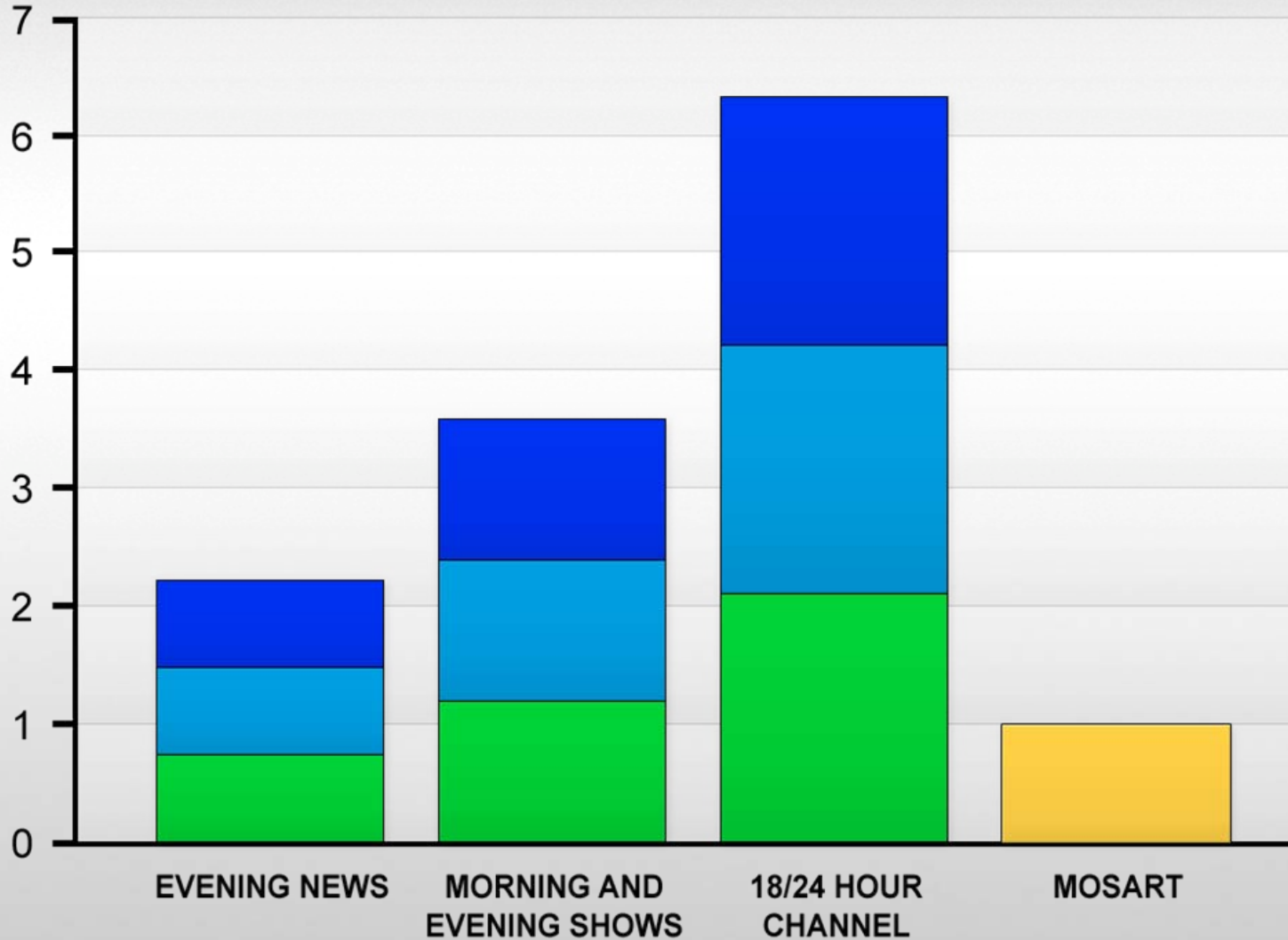
Savings due to Mosart implementation:

19 shift per week x 3 crew men reduction x 52 weeks x 7,5 hours:
22000 hours

This amounts to:

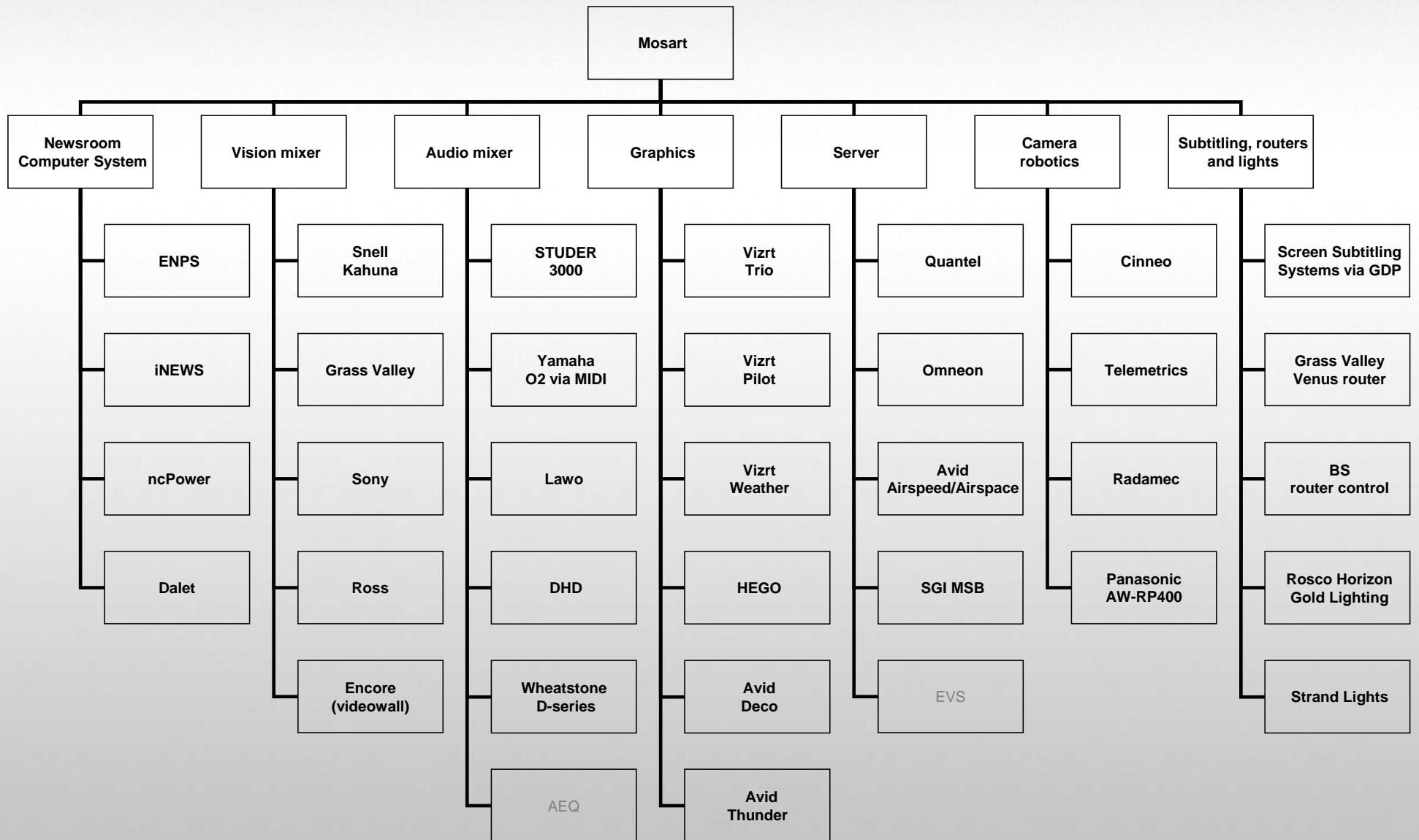
14 man-labour year

Cost savings



 Mosart  1st crew men  2nd crew men  3rd crew men

Standard interfaces





GUI

The screenshot displays a video production software interface. At the top, a menu bar includes 'File', 'Studio setups (BBC)', 'Graphics Profile', 'Tools', 'Standby', and 'Weather'. The main workspace is divided into several sections:

- Top Left:** A green rectangular area labeled 'CueStatus CAM 3'.
- Top Center:** A digital clock showing '00:00'.
- Top Right:** A dark rectangular area with the text 'SO:'.
- Center:** A large, dimmed preview window.
- Bottom Left:** A detailed timeline with a list of cues on the left and a vertical time scale on the right. Cues include 'Headline_in', 'Studio', 'HD_Mumbai', 'HD_Thailand', 'HD_USApakke', 'Headline_out', 'Mumbai', 'Phone_Mumba', 'Mumbai-Iden', 'Foreign_Office', 'Thai_Airport', 'Phone_Orset', 'Thailand', 'New_York', 'EU_crisis', 'Financial_crisis', 'Euro-Norway', 'Korea_film', 'Brasil_flood', 'Greenland', 'Dollar', 'Euro', and 'Pound'. The time scale on the right ranges from 00:19 to 00:08.
- Bottom:** A control bar with various buttons and indicators, including 'XP KAM4', 'KEY 1', 'AUX 1 KAM 4', 'DVE STORLITEN', 'DVE MORBARN', 'DVE 0', 'UNSKIP NEXT STORY ELEMENT', 'AUDIO FADE BACK', 'PP CONTINUE', and 'RELOAD'. A status indicator shows '06:30:38 Under'.

The Windows taskbar at the bottom shows the system tray with the time '11:11' and several open applications: 'Start', 'DEMO', 'Mosart Meantime', 'Mosart-Pres-nov2009', 'PowerPoint-Iysbildefrem...', 'Removable Disk (F:)', and 'Running Order - c:\m...'.

Standard interfaces

Timing Display

The image shows a timing display interface with several sections and callouts:

- Top Section (Dark Grey):** Displays "2:14:02 PM Next break 05:59:45 PM".
 - Callout: **Current Time** points to "2:14:02 PM".
 - Callout: **NEXT BREAK TIME** points to "05:59:45 PM".
- Second Section (Light Grey):** Displays "23:52".
 - Callout: **RUNDOWNS OVER/UNDER** points to "23:52".
- Third Section (Dark Grey):** Displays "S-LEASH LAW DECISION<>P-CHAIN".
 - Callout: **Current Story name** points to "S-LEASH LAW DECISION".
 - Callout: **Next story name** points to "P-CHAIN".
- Fourth Section (Red):** Displays "00:26 Over".
 - Callout: **STORY OVER/UNDER** points to "00:26".
- Fifth Section (Dark Grey):** Displays "Next: CAM 2".
 - Callout: **NEXT STORY ITEM** points to "Next: CAM 2".
- Sixth Section (Blue):** Displays "00:03".
 - Callout: **COUNT DOWN FROM SERVER** points to "00:03".

Description of a typical Mosart delivery project (1)

Work-package 1: A requirement identification and design task to:

- Identify the work flow the broadcaster will use
- Agree on the commands in the newsroom system to be used to direct Mosart
- Identify Mosart's peripheral equipment (the studio equipment)
- Agree on computer models and control room configuration
- Elaboration on the above points if required
- Planning of Work-package 2

Description of a typical Mosart delivery project (2)

Work-package 2: A development task to:

- Develop interface protocols to studio equipment
- Support the newsroom system and the command set

Work-package 3: Installation, acceptance and assistance to show-design

- Prior to this task the control room and computer platform is installed
- Installation and test setup configuration
- Acceptance test
- Assistance to show-design

Work-package 4: Training covering:

- Training of broadcaster's producers
- Training of super user(s)
- Training of broadcaster's maintenance personnel
- Broadcaster's self training on the system

Description of a typical Mosart delivery project (3)

Work-package 6, On-air and enduring support

The annual license comprises:

- Run-time license
- 24/7 support
- Warranty
- Free on-site assistance during launch
- Software updates
- Availability guarantee
- Minimum service response times
- Rights to customer specific enhancements
- Regular feedback meetings

The annual license starts after broadcaster's acceptance of installation test in Work-package 3

Work-package 9, Project implementation management