

Project Case-study

Broadcast Facilities



TURNKEY BROADCAST STUDIO & CONTROL ROOM FOR BOOMERANG TV, WALES



The challenge

Independent TV production company Boomerang TV, part of the successful Welsh Boomerang+ group of media companies, is responsible for a steadily growing portfolio of national & international programming, from sports to comedy, drama & radio production. In 2008, the company won a keenly-fought tender for the rights to produce & broadcast *Planed Plant*, the twice-daily strand of children's programming for Welsh-language terrestrial broadcaster S4C. Due to the daily demands of producing *Planed Plant*, Boomerang needed to construct a new dedicated multi-camera production studio & associated control room — fast. Space was available in Boomerang's new headquarters, which were under construction at the time, but there was no design, equipment, or even proper provision for power & services in the designated part of the building. And Boomerang needed the studio to be designed, built & operational within a few months of winning the contract.

The solution

Boomerang's original brief, which they put out to tender, was for a server-based studio with an entirely file-based workflow, but after consulting the MHz team, they agreed that the available budget was insufficient to do this concept justice. MHz drafted a more cost-effective alternative design for the production studio, employing three **Sony** cameras (one manned, two remotely operated) & maintaining some of the file-based operation of the original concept by using an affordable tapeless **Grass Valley Turbo** disk-based video recorder as well as more traditional **Sony Betacam VTRs**. AVID video & 360 Systems Shortcut audio editing systems were included to allow the preparation of pre-recorded segments for use in the middle of live transmissions, & the completed facility was connected to S4C's transmission centre by means of a dark-fibre link.

THE APPLICATION OF IMAGINATION

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Why MHz?

From the moment they were awarded the contract from the half-a-dozen companies that tendered for the new Boomerang studio, MHz managed the entire project, not only designing the system, procuring the equipment and constructing the custom furniture required to house it, but also liaising with and coordinating Boomerang's architects, heating and electrical contractors during the construction phase of the project. According to Richard Moss, who oversaw the studio installation for the Boomerang+ group, MHz won this contract partly on the strength of this ability, and partly because the quote for realising the entire project, from design through to installation and staff training, was very competitive. The studio was completed on time and budget, leaving time for full staff training before production of *Planned Plant* switched to Boomerang.

Featured technologies:

- **Sony** DXC-D55WSPL cameras
- **Grass Valley** Kayak DD1 Switcher
- Recording to **Sony** Betacam VTRs or tapelessly to **Grass Valley** Turbo IDDR
- **Avid** system for video editing of pre recorded material
- **360 Systems** Shortcut & **Yamaha** DM1000 for audio editing & mixing

Business Benefits:

- **Tight budgets need not limit a project:** MHz's design experts can often suggest cost-effective alternatives.
- **In-house efficiencies:** Time is money, and MHz's in-house engineers and craftsmen save you both. We don't have to use expensive sub-contractors, and can deliver complex broadcast systems to tight deadlines.
- **End-to-end project management:** MHz can oversee all aspects of project implementation, including design, build, installation and training, and providing a single responsible point of contact.