

ROSS

Discovery Networks Norway

Inception.cloud

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DISCOVERY NETWORKS NORWAY

INCEPTION.CLOUD

SPORTS PRODUCTION

In the world of live sports production, every week can bring not only a new live location, but also a new sport to focus on. With a studio and gallery in Oslo, Discovery Networks Norway often has live and recorded content coming in from all over the world. Presenters and producers are bringing onsite reports from the world's largest sporting events and broadcasts can sometimes last up to seventeen hours.

THE CHALLENGE

In late 2017, Discovery decided they needed a tool their teams could access from anywhere to create a cohesive game-plan for each live broadcast. They also needed something they could deploy and train quickly in preparation for a large international event.

The biggest challenge for live sports production is that the show is being written and finalized during the event. Everything comes together at the very end. The last-minute nature of the content makes a cohesive tool even more important. "The deadline is so tight because the show starts at the minute that the match ends, so a lot of things are done as we go," said Espen Tvedt, Editorial Manager and Live Producer for Discovery Networks Norway and Eurosport.

THE SOLUTION

Ross Video's Inception Social Media Management System met all Discovery's criteria, with the ability to build a rundown, add instructions, and plan timing in a collaborative environment. While Discovery had the option to host the system onsite, they specifically chose Ross Video's AWS-hosted option which eliminated the need for installation and maintenance. Within days of making the decision, they were up and running.

"This Cloud based system obviously gives you the chance to bring your running order with you, wherever you go. We can work, wherever we want, whenever we want," Espen said. Espen explained that he spends a lot of his time traveling, following the world's major sporting events. He says working remotely can be a challenge without a collaboration tool like Inception. Having a real-time platform where everyone can work together gives him the confidence that the onsite crew and everyone in the gallery have the same information.

"It's like two minutes until this segment is on air. Will they actually catch it, can I actually talk about it? Because a lot of the times when I stand on site, speaking live for example, I don't have a return picture of what is going on. So, I need to know that they actually know what I want to talk about. It's really easy to miss a text message or whatever, but here you can actually see it because it's the next point on your running order," Espen explained.

THE IMPACT

When a solution offers flexibility and customization, this can often create complexity. However, Inception has maintained a simple and intuitive user interface despite its flexible nature. As a result, the Discovery team were trained and using the system within a few days.

"I think the main problem with running order systems like this is that people look at them and think they look like super long science and lot of stuff and they actually start using and looking into it and it's actually quite easy," said Espen.

It's been a collaborative process between Discovery Networks Norway and Ross Video to tailor Inception to their workflow. The real-world feedback from Discovery was a major support to the Inception development team in their efforts to create a product to support a variety of workflows. "The support has been very good from Day 1. The changes that we needed to make this the way we wanted it for sports production, the important changes were made immediately. So, the support has been tremendous, all the way," Espen said.

By consolidating their planning, content creation and communication into an accessible platform, the team has gained a new level of efficiency in the chaotic and ever-changing world of sports production.

"This is obviously a huge success story and has made our sports production way, way more efficient than it's been," Espen said.