

Relocation programme boost for SKY Italia.



SONY

'The SKY Italia project was without doubt one of the most challenging ever undertaken in Europe by Sony. The Sony Professional Services project team has designed and implemented the project in every phase, in close collaboration with SKY Italia, providing not only the latest generation products from Sony, but also the whole experience and competence needed to implement this important goal.'

Scott Alford, Head of Sony Service & Solutions



Due to expansion, SKY Italia wanted to relocate its group of broadcast facilities from three buildings into one new, purpose-built Sky centre in Santa Giulia, Milan. SKY Italia engaged with Sony to help it relocate its entire broadcast facilities, as well as build a new full turn-key studio for SKY Italia's new SKY Sport News 24H channel, which needed to be up and running within just four months.

Background

SKY Italia is an Italian digital satellite television platform owned by News Corporation, offering the most comprehensive pay-TV in Italy with more than 185 television, audio, interactive and pay-per-view channels. It has 4.8 million subscribers who enjoy an unprecedented choice of national and international movies, sports, news, entertainment, and music. SKY Italia's digital service provides viewers with high quality picture and sound through satellite, IPTV and mobile TV.

Customer challenge

SKY's operations were conducted out of three separate locations, meaning the company was disconnected at a time when it was imperative for cohesion. Physically the company was finding it difficult to operate and was unable to expand its real estate to accommodate all the companies in one building.

Therefore SKY Italia embarked on a project to build a new site that could not only accommodate the physical expansion of the business, but also, and importantly, improve operational efficiency by allowing different departments to have greater visibility of each other's activity and share resources more effectively, delivering significant value to the business as a whole. However, it was critical that there would be no disruption to SKY Italia's live service during the relocation programme.

As part of this relocation programme, the broadcaster also wanted a specific studio for its new SKY Sport News 24H station, which had to be completed within a very short time frame.

Technology

**HDC-1450**

The HDC-1450 portable camera utilises advanced HD Digital Signal Processing with 14 bit A/D converters.

**AVID editing suite**

Third party advanced editing suite.

**Vizrt graphics system**

State of the art third party graphics system.

Sony solution

SKY Italia engaged Sony Professional Services to design, project manage and implement the key elements of the relocation project, from the creation of the audio / video / control infrastructure to testing and commissioning of the new facilities.

As a result of the successful relocation SKY Italia also engaged with Sony to develop a full turnkey studio installation for the SKY Sport News 24H channel project. The new sports channel included the management, deployment and integration of all the new technology and systems required to get the live channel up and running within four months. Sony provided all aspects of the studio, from the cabling right through to integrating third-party products to ensure full working order to deadline. The project included sourcing all the products, installation and configuration. Training formed an integral part of the project, enabling the business to take full advantage of the new systems and central infrastructure.

The implementation/results

This huge project included a team of 25 Sony engineers installing the wiring of the new production centre, comprising 1.4 million metres of cable, more than 150,000 connectors and relocating the existing equipment, tape libraries, laboratories, 96 channels, 50 edit suites and 36 graphic suites.

The first phase of analysis and design started in September 2006, with final installation of the A/V and data infrastructure completed in August 2008. The final stages of the project, which involved the production infrastructure and studio for the new SKY Sport News 24H channel, included Sony HD cameras HDC-1450 and large AVID editing and Vizrt graphics system. This was critical to ensure that the studio was prepared for future innovation in the broadcast sector and would have longevity. The studio was ready to go live from conception within four months.

Why Sony was selected

SKY Italia selected Sony Professional Services because of Sony's ability to deliver the new broadcast centre within the agreed timescales without any interruption to the service. By having the ability to coordinate all aspects of the project and draw on internal and external resources to ensure the smooth delivery, SKY Italia trusted that Sony could deliver the project within the deadlines. Sony's flexible and workable proposal, pricing and good customer relationship with the client were seen as key.

In addition, Sony was praised for its ability to continually adjust and provide solutions to any changing requirement of the project. Sony is always committed to offering flexible technology solutions that can be built on as business needs develop and new products are brought to market by both Sony and other vendors.

'The project has enabled SKY to move and expand into new premises in agreed timescales, without any service interruption.'

Scott Alford, Head of Sony Service & Solutions

At Sony Professional we believe images have immeasurable power that can increase business value and become assets.

This is Visual Wealth

About Sony Professional

Sony Professional, a division of Sony United Kingdom Limited, is a leading supplier of solutions for broad horizontal communications, AV/IT, as well as magnetic and optical storage. Sony Professional's market segment solutions, service and support packages are targeted at organisations in the Healthcare, Media, Network Video Monitoring, Retail, Transport and Large Venue sectors.

Sony Professional's solutions business offers its customers access to the expertise and local knowledge of skilled professionals in every European country, as well as 'best of breed' hardware, services and resources from other organisations.

For more information please visit www.sonybiz.net

SONY