

For Immediate Release

**RUSSIAN BROADCASTER GOES VECTOR MULTIPLAY FOR MULTICHANNEL  
PLAYOUT AUTOMATION AND REDUDANCY MANAGEMENT**

*Vector MultiPlay provides Muz-TV Moscow and 7-TV multi-channel playout automation and smart redundancy management of Sports and Music TV programs*

Barcelona, Spain - June 2, 2010 - Vector3™, a pioneer in graphics and playout solutions, announced that Muz-TV and 7-TV, two Moscow-based television channels, have recently implemented Vector MultiPlay for end-to-end multichannel playout automation and redundancy management. With more than 80 million viewers, Muz-TV (music channel) and 7-TV (thematic and sports channel) broadcast to over 700 Russian cities as well as the far East. The new tapeless Vector MultiPlay workflow serves as a true multi-channel playout management strategy, integrating ingest, master control room, effects creation, channel branding, and playout automation with superior reliability and clever redundancy management. *“By implementing Vector MultiPlay, we have a system which provides complete ingest, edit and content control. And what is more the system ensures multi-channel playout. So now we are able to better organize our broadcast playout from the moment we ingest content to the time we go to air,”* comments Vladimir Rybkin, The Technical Director of Muz-TV. *“Implementing V3 system allowed solve all tasks - multi-channel playout, graphic broadcasting and integration with MAM and broadcast scheduling system BV - promptly and efficiently.”*

Designed by System Integrator and business partner Artos, the new Vector MultiPlay workflow integrates EditShare XStream (shared production storage) and EditShare Ark (archiving), synchronizing continuity and live transmissions as well as re-broadcast of playlists to the far East. Special development was done to integrate with the Broadview scheduling software, ensuring seamless exchange of playlist instructions for both channels and two additional channels used for re-broadcasting to the far East. Two MultiPlay servers provide 100% redundancy for the 4 channel playout scheme. A departure from traditional mirroring, MultiPlay lets broadcasters reduce the amount of equipment used for redundancy without sacrificing security. *“Vector MulitPlay is ideal for a situation like Muz-TV and 7-TV - multiple channels, locations, platforms. It provides the full range of playout capabilities our VectorBox offers with the smart redundancy management capabilities built in to the software,”* comments Roman Ceano, General Manager, Vector 3. The Vector 3 installation streamlined broadcast productions, reducing the number of human and equipment resources needed to manage the playout operations.

**About Vector MultiPlay**

Based on IT hardware, the flagship Vector MultiPlay solution incorporates over 20 years of Vector 3

playout technology including the full range of Master Control Room capabilities, integrated Effects Engine, and dynamic Channel Branding with an advanced universal file format player that supports any SD/HD format and even both at the same time (simulcast).

The expertise of Vector 3 in file-based workflows and their extensive know-how in IT technologies is combined with advanced broadcast capabilities and integrated within Vector MultiPlay. With industry analysts pointing to a dramatic migration towards third-generation playout systems (i.e. IT based), Vector MultiPlay is positioned to lead the way.

### **About Vector 3**

The Vector 3 team commands over 25 years of experience in developing leading graphics and playout solutions for broadcast. Boasting an impressive client list of over 900 broadcasters worldwide, Vector's legendary solutions for playout are world-renowned for their unparalleled reliability, tremendous scalability and outstanding performance.

Since its launch in the mid 1980's, Vector 3 has focused its research and development on IT technologies for the broadcast industry. Their long-standing experience with process timing over computer platforms has given them exceptional expertise in developing on-air solutions that deliver broadcast timed playout with stunning image quality and active station branding.

The range of Vector 3 solutions and applications are implemented by today's premier System Integrators, serving stations from the small one channel operation to the multi-site, multi-channel broadcaster. For more information, please visit: <http://www.vector3.tv>.

### **Press Contacts**

Zazil Media Group

Janice Dolan

(e) [janice@zazilmediagroup.com](mailto:janice@zazilmediagroup.com)

(p) +1 617 817 6595