

—SUCCESSFUL CASE—

**PROJECT DATA**

**System:** Cellarium.  
**Installation Date:** Jun 2006  
**Client:** Televisión Digital de Madrid (8 Madrid)



**Project description:** Cellarium System has been installed on headquarters of 8 Madrid TV, in order to satisfy the specific requirements of this TV workflow. 8 Madrid base its play-out in classic movies, with magnetic support. Cellarium manage the data base and the hard disk and data tape, which is generated in the process of digitalization of the films. Other modules of Cellarium solve the necessity of client regarding visualization, cataloguing, legal copy generation and play-out design.

**CLIENT DATA**

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**CLIENT PROFILE**

8 Madrid is a Digital Terrestrial Television Channel with coverage in al Madrid region.

Its play-out is based on international and national films, with modern and classic movies, series, documentaries, cartoons, and own produced programs.

Associated to Enrique Cerezo Producciones, this cinema production company provides the channel with a film collection of more than 3.000 titles ("first free cinema channel").

**TECHNICAL DESCRIPTION OF SOLUTION**

Cellarium project in 8 Madrid was carried out in parallel to the arise of the DTT channel. The particular feature of this Cellarium configuration is based on the particular workflow of this channel, given its stock of classic movies in magnetic support.

Cellarium is integrated with Peeble Beach Software, which act as the physical interface for the management of videosever of digitalization and emission.

Taking in account contents are digitalized to be emitted, codification format of files is imx.mxf. A fiber channel SAN for modules of management and library back-up is chosen, such in a way the task handler module Cellarium Media Manager, periodically check on videosever, to find new digitalized files, and move these files to the central storage. Other task of this handler is generating the proxy format in wmv.

WMV format allows browsing from workstations with Cellarium Search, and planification of play-out with Cellarium Media Planning. This module, alter making the play-out, generate an xml file that is read by Peeble Beach box, which give the instruction to videosever.

Proyect is completed by generation of legal copy of emission from 24 hour ingest servers with Cellarium Ingest Recorder, for 24 hours compliance recording of different channels recorded in wmv format. These contents are also accessible from Cellarium Search.

**DIAGRAM**

