



INTRODUCTION:

Nusantara TV Jakarta, one of the leading regional broadcasters in Indonesia, has taken a significant step forward in news production and broadcasting by adopting Workflowlabs solutions. This case study explores how Nusantara TV has leveraged cutting-edge technologies to streamline their news operations, enhance efficiency, and improve overall workflow.

CHALLENGES FACED:

Nusantara TV Jakarta faced numerous challenges in their news production and broadcasting processes:

1. Inefficiency in Media Handling - Traditional methods of handling media were cumbersome and time-consuming.
 2. Lack of Integration - The absence of a unified system led to inefficiencies and potential data loss.
 3. Complex Media Formats - The need for transcoding various media formats into a standard format added to the workload.
 4. Limited User Management - Traditional systems lacked robust user management and audit trails.
- Disparate Systems - Different teams used different systems, leading to a lack of synchronization and coordination.

CORE SOLUTIONS:



Fusion File Flow for News Automation

- Automates the entire news production process.
- Streamlines workflows from content creation to broadcast.
- Reduces manual intervention, thereby minimizing errors and delays.

Fusion MAM and Archival

- Centralizes media asset management.
- Facilitates efficient storage, retrieval, and archiving of media content.
- Ensures that all media assets are easily accessible and well-organized.



Nitro Video Server for News Payout

- Ensures high-performance video payout.
- Provides reliable and seamless broadcasting capabilities.
- Enhances the quality and consistency of news broadcasts.



Karthavya Blaze NRCS for Newsroom Management

- Integrates newsroom computer systems for enhanced coordination.
- Allows journalists and producers to collaborate seamlessly.
- Manages news rundowns, assignments, and scripts efficiently.



Newsflow Media Gathering

- Simplifies the process of gathering media from various sources.
- Supports multiple platforms, including iOS, Android, and web.
- Provides real-time notifications and location tracking for field reporters.



Workflowlabs solutions have eased down or elevated our news production process. The seamless integration and automation have significantly improved our efficiency and the quality of our news production & broadcast

Pak Indra Rodiansyah, Technical Head

RESULTS AND BENEFITS

The adoption of Workflowlabs solutions has yielded significant benefits for Nusantara TV Jakarta:

1. Streamlined Workflows - The automation of news production processes has enhanced efficiency and reduced manual errors.
2. Improved Media Management - Centralized media asset management has simplified storage, retrieval, and archival of content.
3. Enhanced Coordination - The integration of newsroom systems has fostered better collaboration among teams.
4. Faster Turnaround - The built-in transcoding and automation features have significantly reduced go-to-air time.
5. Robust User Management - Comprehensive audit trails and user management features have improved accountability and security.

Conclusion:

The implementation of Workflowlabs solutions has been a game-changer for Nusantara TV. By addressing the challenges of traditional news production methods and leveraging advanced technologies, the network has streamlined its operations, improved coordination, and enhanced overall efficiency. This case study underscores the transformative impact of adopting modern, integrated solutions in the media industry.