



## Bilyonaryo News Channel (BNC) Launches News Production Powered by Full Automation from Workflowlabs

### INTRODUCTION:

Bilyonaryo News Channel (BNC) a new 24x7 channel based out of Manila, Philippines has started its news production and broadcasting with the implementation of Workflowlabs' end to end solutions. This case study highlights how BNC streamlined its operations, enhanced efficiency, and improved reliability by adopting advanced automation technologies.

### CORE SOLUTIONS:

#### FUSION

- Fusion MAM & File Automation - Fusion MAM centralized media storage and retrieval, while Fusion File Flow automated the media handling process, streamlining content management.



- Nitro servers efficiently managed the entire ingest workflow, integrated with news automation, and provided complete Master Control Room (MCR) automation. This setup ensured smooth playout operations with reliable redundancy for consistent broadcast performance.

#### BLAZE

- Blaze Newsroom Computer System (NRCS) - Blaze NRCS integrated newsroom workflows, improving coordination between journalists, producers, and technical teams. Seamlessly integrated with MOS based teleprompter & graphics systems.

## COBALT

- Cobalt Transcoder - Cobalt Transcoders streamline the conversion of media into broadcast-ready formats with advanced automation, significantly accelerating content processing while maintaining high-quality output

## **RESULTS AND BENEFITS**

The adoption of Workflowlabs solutions delivered significant benefits:

- Streamlined Workflows: Automation reduced manual tasks, enhancing efficiency.
- Enhanced Reliability: Redundant Nitro servers ensured uninterrupted playout.
- Faster Turnaround: Automated transcoding and playout minimized delays.
- Improved Media Management: Centralized MAM simplified media handling.
- Seamless Integration: Blaze NRCS improved collaboration across teams.

## **Conclusion:**

By implementing Workflowlabs' comprehensive automation and playout solutions, BNC has enhanced its operational efficiency, reduced errors, and improved coordination. With the support of our partner BMH Solutions, BNC is now equipped with a modern, scalable news operation ready for the future.