

Case Study

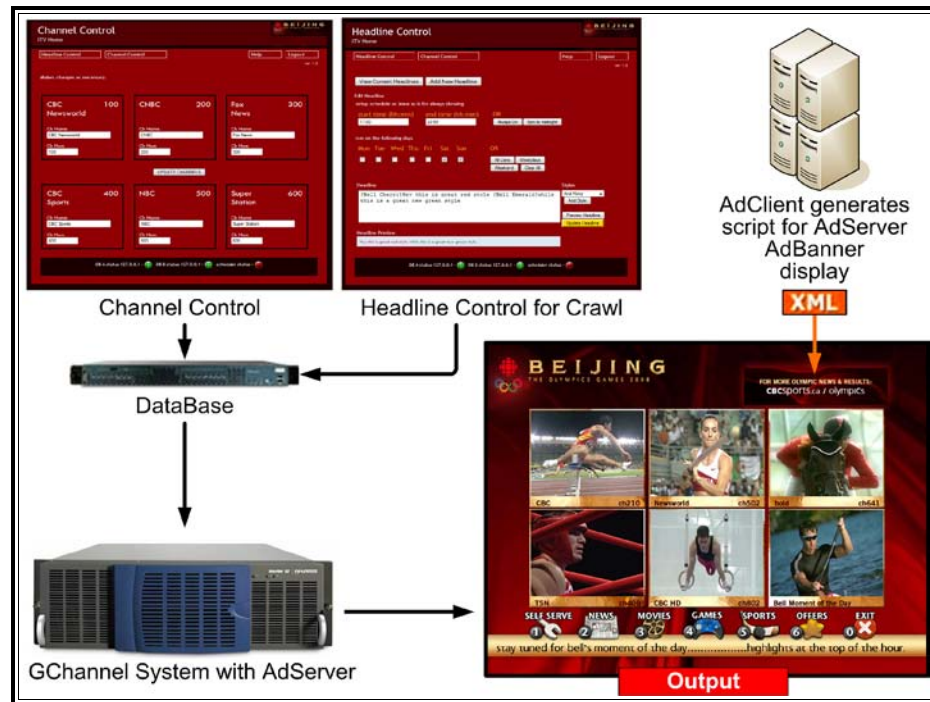
Bell iTV - CBC Olympic Mosaic



Customer: Bell iTV/ CBC Sports
Application: Secure Web-Based Application for Channel ID and Headline Control of Bell iTV/ CBC Sports Olympic Mosaic
Solution: GChannel with Channel ID/Headline Control and Bannister Lake AdServer
Platform: Inscrber/Harris GChannel G1 with RTXPorts.

Bell ExpressVU required a secure web-based application to manage channel assignments and headlines for CBC Sports Olympic Mosaic. This solution uses the Bannister Lake AdServer with Inscrber/Harris GChannel.

- Channel Control form provides input for Channel Name and Channel Number.
- Headline Control form manages the order, schedule and text styles for messages displayed in the crawl region.
- Channel and Headline Control applications write to a central database connected to the GChannel system via ODBC.
- Bannister Lake AdServer running on GChannel reads incoming AdClient XML scripts and manages the output and display of AdBanners for CBC advertising and promotions.
- GChannel manages the output of stills, animation, crawl, AdServer and 'Bell Moment of the Day'.
- CBC Olympic Mosaic serves as a launch pad to all Canadian Olympic telecasts.



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