

# Case Study

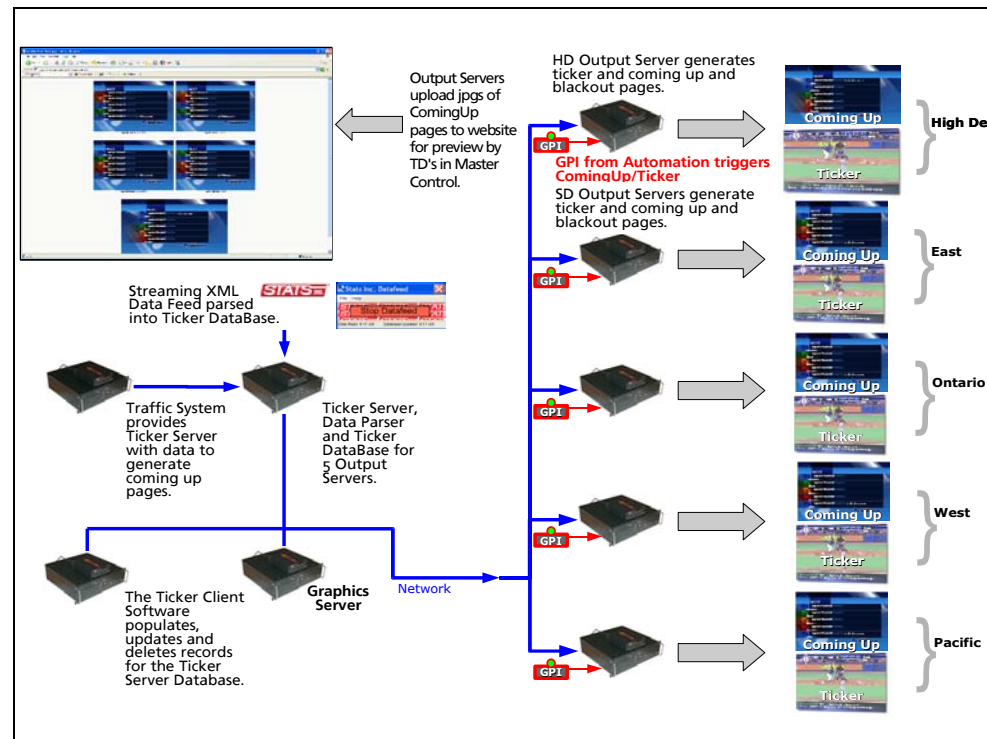
Multi-Channel Ticker and Coming Up Solution for SD and HDTV



**Customer:** Rogers Sportsnet  
**Application:** BLNewsTicker with ComingUps, Blackouts  
**Solution:** Multi-Channel Ticker and Coming Up Display Solution for SD and HDTV  
**Platform:** Inscribe RTX

Rogers Sportsnet required a multi-channel master control solution to generate ticker coming up and blackouts for five channels of programming. The ticker client manages the ticker database, schedule and information for the ticker display. The traffic system provides the ticker server with data to generate coming up pages.

- System provides 5 output channels; 4 SDTV and 1 HDTV, providing each MCS DSK with SDI output (key and fill).
- Each Output Server alternates between ticker and coming up pages.
- The Ticker Client Software populates, updates and deletes records for the Ticker Server Database.
- XML Newsfeed is parsed and written to Ticker Database.
- Pages use standard bitmaps from graphics server.
- Output servers upload jpegs of Coming Up pages to website for preview by TD's in Master Control.
- Output servers generate AES audio for Coming Up pages.
- Each channel supports multiple display zones and graphic layers.
- Automation issues each output server a GPI trigger to launch Coming Up pages.
- The solution is designed for scalability.



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