Training Day 9 Report:

18 June 2024

On the ninth day of training, I transitioned from DD News to DD India, Doordarshan's international broadcasting channel. The visit included a tour of key areas such as the ingest room, newsroom, Production Control Room (PCR), Transmission Control Room (TCR), and edit bays. This report provides a basic overview of the operations and technologies used at DD India.

Tour of Key Areas

1. **Ingest Room**:
   - The ingest room at DD India collects and processes data from various sources like journalist reports and social media footage.
   - Data is managed and ingested into the servers using the Blaze Newsroom Computer System (NRCS).
2. **Newsroom**:
   - The newsroom uses the Blaze NRCS by Karthavya, which is similar to the AP ENPS system used at DD News.
   - Journalists and producers use Blaze to prepare news bulletins, manage rundowns, and integrate graphics.
3. **Production Control Room (PCR)**:
   - The PCR is crucial for live broadcasts, where the team manages live news bulletins with precision.
   - It contains various screens to monitor different feeds and outputs, ensuring seamless broadcast management.
4. **Transmission Control Room (TCR)**:
   - The TCR oversees technical monitoring and control, ensuring smooth transmission of broadcasts.
   - It manages direct feeds from outside broadcasting systems, integrating them into live broadcasts.
5. **Edit Bays**:
   - Equipped with advanced editing tools, the edit bays facilitate detailed video editing and post-production work.

Technologies Used at DD India

- **Sun Broadcast Management**:
  - Sun Broadcast manages the broadcasting operations at DD India, similar to how SHAF Broadcast manages DD News. They ensure the smooth functioning of all technical systems and workflows.

- **Blaze Newsroom Computer System (NRCS) by Karthavya**:
  - Blaze is a comprehensive NRCS that provides tools for journalists, producers, and graphic designers to create and manage news content.
  - It includes features for story creation, rundown management, and real-time collaboration.

- **QuickEdge Broadcast Playout Automation**:
  - QuickEdge automates the playout process, ensuring efficient and error-free broadcasting.
  - It handles the scheduling and playback of media content, streamlining the broadcasting workflow.

- **QuickEdge Media Asset Management (MAM) & Archive**:
  - The MAM system helps in organizing, storing, and retrieving media assets.
  - It integrates with the archive system to ensure long-term storage and easy access to historical content.

- **Tape Technology (LTO-8)**:
  - DD India uses LTO-8 tapes for archiving important content.
  - **Media Asset Management (MAM)** and **Digital Asset Management (DAM)** technologies are employed to manage and preserve these archives efficiently.
  - LTO-8 tapes offer high storage capacity and durability, making them ideal for long-term storage.

- **Explanation of MAM and DAM**:
  - **MAM (Media Asset Management)**: A technology that manages video, audio, and other media assets. It organizes content for easy retrieval and repurposing.
  - **DAM (Digital Asset Management)**: Similar to MAM but broader, managing all types of digital assets including documents, images, and multimedia files.

- **MXF Format**:
    - MXF (Material Exchange Format) is a standard format for video and audio in the broadcasting industry.
    - It ensures interoperability between different systems and platforms, facilitating seamless media exchange.
- **NAS Storage**:
    - Network Attached Storage (NAS) is used at DD India for efficient data management and retrieval.
    - NAS servers provide substantial storage capacity and allow multiple users to access and share data seamlessly.It ensures secure and reliable storage, essential for handling large volumes of media content.

Conclusion

The transition to DD India provided valuable insights into their broadcasting operations, showcasing the use of advanced technologies and systems to ensure efficient and secure broadcasting. The integration of Blaze NRCS, QuickEdge automation, and robust archiving solutions like LTO-8 tapes highlights DD India's commitment to delivering high-quality international broadcasts.