



iOrasis Studio customer profile

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MAD TV is Greece's only dedicated music channel transmitting music 24 hrs a day in Greece and Europe through terrestrial and satellite networks. MAD TV is also transmitting through Greek ALPHA Australia for 6 hours daily and also part of its program in several Balkan countries (Albania, Bulgaria, FYROM and Romania)

MAD TV program includes 30 live shows per week, with subjects from around the world; Internet, games, cinema, clubbing, interviews and special shows with Greek and international artists. Live shows include daily music competitions, special shows dedicated to artists, and music events, while at the same time the audience can actively participate through SMS and E-mails, the majority of which are displayed on air.

MAD TV has developed an advanced technical infrastructure and a specialized IT/Technical/Production team. This infrastructure includes seven separate studios, one analogue and three digital editing rooms, automated control rooms, master control, continuity room, specialized graphics department and a fully redundant data centre.

MAD TV has the largest music digital database in Greece, including more than 17.000 video-clips, 70.000 songs, over 1.000 hours of live concerts and rockumentaries. The multimedia database also contains tens of thousands of music news, biographies and photo material of artists, wallpapers, ring-tones, etc.

This wealth of multimedia content must go on air and must be used in different shows and applications. IT manager Tasos Angelis explains: "We wanted to invest our know-how in a framework that could be used in all our applications, cover most of our future requirements easily and at the same time help us go on-air fast but make no compromise on quality and features".

During the last year, MAD TV has deployed a total of 6 iOrasis powered systems in order to upgrade and air an equal number of channels until the end of 2006. All systems are using advanced Video I/O hardware from Matrox DSX family and iOrasis Studio. MAD TV IT team uses the same programming interface and the same knowledge to implement a fast development track and to fully exploit the significant technical infrastructure developed internally.

Each show or application has different needs and future productions may add even more. There are shows where music news crawls, or viewers chatting messages appear. Other layouts require graphic animations and custom effects based on real-time data. There are applications like "JUKE BOX", an extremely successful interactive MAD TV show, which allows a MAD TV viewer to alter the program's play-list by voting among two songs via SMS, the one that he prefers to play next.



"iOrasis Studio offers us a true single system TV-Channel that easily integrates with our in-house database approach for animations and video clip management, handling also live video, audio and graphics. MAD channel has always been a popular interactive music channel with viewers who enjoy SMS voting. Using iOrasis means we save substantially on the traditional integration costs usually associated with interactive channels" commented Andreas Kouris CEO of MAD TV.

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The iOasis advantage

MAD TV has worked with iOasis for more than a year and also has extensive experience from previous XVUE products. Quality, stability and ease-of-use were the driving factors for MAD TV to choose iOasis as its platform of choice.

MAD TV has traditionally provided a very well designed output in terms of graphics and visual effects. iOasis not only supports common animations and graphics but also provides the ability to improvise with new uncommon effects for all visual and audible objects. Defining key-frame values of object's attributes like size, position, fade etc provides an unseen level of control for live production systems. Innovative effects can be designed and modified by the broadcaster, opening new opportunities for creative professionals. The virtually unlimited number of layers together with the advanced video effects is the foundation for an amazing output that can be easily configured in different hardware platforms and rapidly provide outstanding results.

Setting up 6 different music channels and several live shows and events is not a task to be underestimated even for a well organized IT department. Dimitris Moutsatsos, MAD TV senior programmer explains: "I code in VB with iOasis .NET SDK and manage to support in-time shows and events that routinely come up in MAD TV. I fully control through iOasis the whole channel, not only graphics; it is the only thing that I must use for all my tasks and it is easy and fast". He says that in any other case he would have to deal with several different platforms, one for each task and also "try to integrate everything smoothly, not a straightforward task for an interactive system". In addition to all the above advantages Dimitris said that the ability to develop in his standard desktop or laptop without special video hardware is a plus, since no further costs for development boards are needed and he can code everywhere, while previewing his application on VGA.

Long term benefits

Dealing with live production in an interactive channel like MAD TV and predicting the future needs can be challenging. The only way out is to choose a flexible solution that supports all common broadcast building blocks and also evolves supporting new advanced hardware boards as they become available. Selecting a platform is a long-term decision and all parameters must be taken into consideration, like ease of use, adaptation, integration and upgrading. MAD TV made its choice: iOasis Studio!



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