

The owners of RURAL TV had a problem. Granted it was a good problem, but a problem none the less. They were given the green light to launch their new multimedia agribusiness and rural lifestyle network, but they had a couple of very short months to get it up and running, delivering five and a half hours a day of live news programming.

And in that short timeframe, they faced the prospect of marrying a budget to a complete newsroom, automation control, media management and video server system. The number of suppliers for each of those components was daunting, but ensuring seamless interoperability was an even greater challenge, and time was running out.

It was known among teleprompter suppliers that RURAL TV was in the market for prompting technology to deliver its daily program schedule of professional agribusiness news, weather, and commodity market coverage. It was during such a conversation with representatives from Autocue that RURAL TV discovered the benefits and suitability of Autocue's Master Series prompter range, and a whole lot more.



According to Liz Motley, RURAL TV's executive news director, anchor, and the person responsible for specifying and maintaining technical standards, "We were peripherally aware that Autocue provided more than teleprompters, but it wasn't until we mentioned as part of our discussion what else we needed that I became aware of the total solution that Autocue had available almost right out of the box. I admit that we were uncertain as to whether Autocue could deliver all of the functionality that we required, but after only a couple of demonstrations it became perfectly clear that Autocue's solution included everything we needed, and then some. Even better, it was all available from a single, proven source, which in a stroke eliminated our concerns about investing in technology from multiple vendors with little or no guarantee of interoperability."

Despite the appearance of a ready-made solution, the time available to get the new network on the air remained a significant factor. Christmas and New Year holidays fell during the time span that a decision had to be made to stand any chance of meeting the February on-air date, which was only a short six weeks away.

Autocue and the Answer

RURAL TV went with Autocue's Newsroom, Automation Control Center, Media Management System and Video Server to run the network. These are individual, high-performance components of a tightly integrated, ready-to-go system package that is designed with the most complex and demanding broadcast environments in mind.

Motley added, "We were concerned that we might have to make some compromises along the way, but we didn't. Autocue supplied everything we could hope for, not only within budget, but with a complete, end-to-end system that we have in practice found to be dependable, versatile and highly cost-effective."

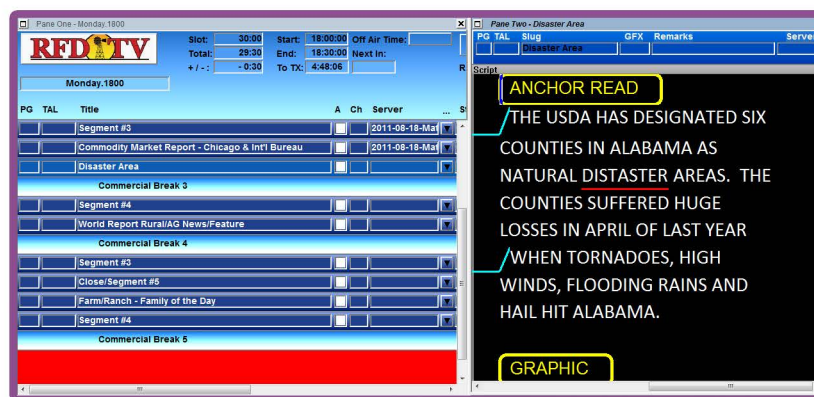
A Fully Featured Newsroom

Autocue's Newsroom is a full-scale newsroom computer system (NRCS) with a full range of multi-user newsroom production, administration and management tools including script and rundown management; wire service receipt and distribution; script archiving, assignment and contact lists; user messaging; built-in internet access; media browsing and integrated prompting.

"By anyone's standards, the ability of a supplier to provide such critical, high-end technology in a single package - and have it up and running in only six weeks - is truly remarkable." - Liz Motley



What is ultra-special, particularly for broadcasters like RURAL TV, is that Autocue Newsroom can be combined with other Autocue products to form a seamless, integrated workflow solution that is extremely cost-effective and straightforward to install and operate.



All Under Control

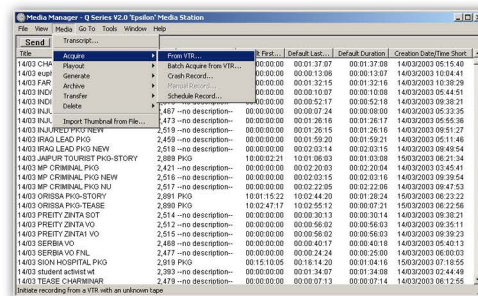
A significant part of the RURAL TV package was Autocue's "Control Room" automation functionality for third-party devices contributing to live production, either as an add-on to Autocue Newsroom or for stand-alone operation.

Autocue Control Room delivers a comprehensive modular, multi-device production automation system that provides extensive device control for nimble, rich and complex production operations. Its integration with Autocue Newsroom makes it particularly appropriate for rolling news productions, as well as scripted live or live-to-tape productions. The Control Room module is able to control a mass of third party video servers, CG's, still stores, DVE's, switchers and routers.

Serving It Up

Autocue's video servers themselves are a major advance in video server technology, derived from extensive in-house research and development designed to further extend what was already an extremely versatile production workflow system. The servers are designed to fulfill specific roles as part of a larger system or, in the case of RURAL TV, act as the central component of its production workflow.

Providing RURAL TV with everything it needs to manually or automatically record material into an Autocue Video Server system is the Autocue Media Management suite. It not only manages the acquisition of video assets for playout during production, it also archives media not currently needed and restores media when required for future productions. It interfaces with RURAL TV's in-house editor for quick package inclusion and even handles media pulled from their wire service. Extensive use of media tags by the RURAL TV production staff allows quick searches and recall of archived material within the Autocue Media Management suite to maximize the time production staff can spend on writing programming.



| ID | Name | Action | In Point | Out Point | Default Last | Default Duration | Creation Date/Time/Spot |
|-----------|-------------------------------|--------------------|----------|-------------|--------------|------------------|-------------------------|
| 1403 CH4 | News | Transfer | 00:00:00 | 00:01:37:07 | 00:01:37:08 | 00:01:37:08 | 14032003 05:15:40 |
| 1403 EXP1 | Generate | Crash Record... | 00:00:00 | 00:00:13:06 | 00:00:13:07 | 00:00:13:07 | 14032003 10:04:41 |
| 1403 F40 | Archive | Crash Record... | 00:00:00 | 00:01:32:15 | 00:01:32:16 | 00:01:32:16 | 14032003 15:35:28 |
| 1403 INCV | Transfer | Schedule Record... | 00:00:00 | 00:00:10:07 | 00:00:10:08 | 00:00:10:08 | 14032003 05:44:51 |
| 1403 INCV | Transfer | Schedule Record... | 00:00:00 | 00:00:52:17 | 00:00:52:18 | 00:00:52:18 | 14032003 09:36:21 |
| 1403 INCV | Delete | Schedule Record... | 00:00:00 | 00:00:07:24 | 00:00:07:24 | 00:00:07:24 | 14032003 05:32:35 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:26:16 | 00:01:26:17 | 00:01:26:17 | 14032003 05:55:38 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:26:15 | 00:01:26:16 | 00:01:26:16 | 14032003 05:51:27 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:59:20 | 00:01:59:21 | 00:01:59:21 | 14032003 05:11:46 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:02:03:14 | 00:02:03:15 | 00:02:03:15 | 14032003 09:49:54 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:02:21 | 00:00:02:21 | 00:00:02:21 | 14032003 06:21:34 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:02:20:03 | 00:02:20:04 | 00:02:20:04 | 14032003 02:45:41 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:02:03:15 | 00:02:03:16 | 00:02:03:16 | 14032003 09:29:54 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:02:22:06 | 00:02:22:06 | 00:02:22:06 | 14032003 08:47:53 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:26:24 | 00:01:26:24 | 00:01:26:24 | 14032003 08:23:22 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:02:47:12 | 00:02:47:12 | 00:02:47:12 | 14032003 06:22:56 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:30:13 | 00:00:30:14 | 00:00:30:14 | 14032003 09:36:21 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:56:02 | 00:00:56:03 | 00:00:56:03 | 14032003 09:35:11 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:56:02 | 00:00:56:03 | 00:00:56:03 | 14032003 09:36:23 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:40:17 | 00:00:40:18 | 00:00:40:18 | 14032003 05:40:13 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:24:24 | 00:00:24:24 | 00:00:24:24 | 14032003 06:00:03 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:14:23 | 00:01:14:23 | 00:01:14:23 | 14032003 07:18:55 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:01:34:07 | 00:01:34:08 | 00:01:34:08 | 14032003 02:44:49 |
| 1403 INCV | Import Thumbnail from File... | Schedule Record... | 00:00:00 | 00:00:07:13 | 00:00:07:14 | 00:00:07:14 | 14032003 06:12:55 |

Professional Delivery

But RURAL TV's newsroom, automation and media management system needed a vision, a public face that could deliver the news straight to the viewer with no hint of technology diluting the message.

Motley is chief among those faces, and for that task she also turned to Autocue and its Master Series (MSP 17) prompting systems. As is frequently the case, every inch of RURAL TV's production facility has a cost associated with it, which is in part why Motley was sold on Autocue's MSP 17 on-camera prompter units, the world's only ultrathin LED backlit teleprompter, including an extraordinarily flexible mounting system. It was this system that was vital to Motley, who models her news presentation on straight, through-the-lens delivery that is only made possible by the ability of Autocue's prompters to be mounted on RURAL TV's chosen camera range. It may seem a less significant choice to some, but not to Motley.

Motley said, "Viewers can readily determine if a presenter is fully engaged and professional, or vaguely gazing, unnervingly to the viewer, above, below or beside a camera lens. With Autocue's prompters, I get true eye contact, which makes all the difference between an 'OK' production and the high quality, professional production our audience expects."



The Benefits

Not only does RURAL TV now have a compelling prompting system for delivery, it's supported by a powerfully integrated newsroom, prompting, automation, and media management system that was readily available - at short notice - all for what would have been the cost of a single one of those components if sourced from multiple suppliers.

Because Autocue was, and is, able to deliver such a system, RURAL TV was able to save a lot of money, get on the air in time and continue to explore and develop the extensive benefits of their system with single-source support from Autocue as they progress.

Motley summarised, "Autocue provided a comprehensive technical makeover that enabled us to effortlessly reach our enthusiastic audiences worldwide. Their comprehensive solution got us on-air quickly, efficiently and within budget. Moreover, the system has met every one of our requirements in terms of functionality, including working across both Mac and PC platforms, and purchasing from a single vendor made our lives so much simpler."

About Autocue

Autocue and QTV (in the Americas) have been serving the broadcast industry since the 1950s. They are the only company to offer the television industry a single solution for newsroom, scripting, automation, media management, video servers, broadcast monitors and teleprompters. Autocue is known worldwide for its service and dependability, serving such prestigious clients as the BBC, Bloomberg, NBC and CNN.

Autocue's prompting solutions are compatible with all newsroom systems on the market and are used all over the world by broadcasters, production professionals, government facilities and corporate producers.

About RURAL TV

RURAL TV is a multimedia agribusiness and rural lifestyle network. The network is dedicated to educating and entertaining the growing global population, while maintaining a strong link with traditional country enthusiasts and those in professional agricultural industries. Launched on February 15, 2012 by the creators of RFD-TV, RURAL TV features primetime news broadcasts focused on agribusiness and rural policy issues; weather; world commodity market updates; extensive event coverage; international trade, farm and horse shows; expanded livestock auctions; equipment and ranch reports; plus independent productions designed to give both agricultural professionals and hobbyists information and insights to fit every interest and operation.

In synergy with RURAL TV, MYRURALTV.com is the "24-hour" go-to destination featuring the latest coverage of breaking news, commodity market updates, geopolitics, weather, rural lifestyle features and original, interactive content. Offering full social media sharing options, MYRURALTV.com includes community-driven news stories, opinions and polls.

RURAL TV debuted on DISH Network channel 232 as part of the AT-250 and Heartland Package and is available for worldwide distribution on DBS, cable, IPTV and mobile services.

For more information visit www.autocue.com

