

Telefe, editing HD content.

Leading broadcaster in Argentina standardizes on Adobe Premiere Pro CC and After Effects CC.



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Santiago Guimeran, IT and Technology Manager, Telefe



SOLUTION

Adobe Creative Cloud for enterprise

RESULTS



EASY INTEGRATION

Easily integrated video editing solution with Dalet media asset management platform



MODERN WORKFLOW

Updated video workflow in artistic post-production and news broadcast editing areas, and at eight stations in inland Argentina



FASTER EDITING

Sped up video post-production workflow with integrated apps



EXPANDED USE

Focused on continuing to add to post-production capabilities including color grading

Telefe

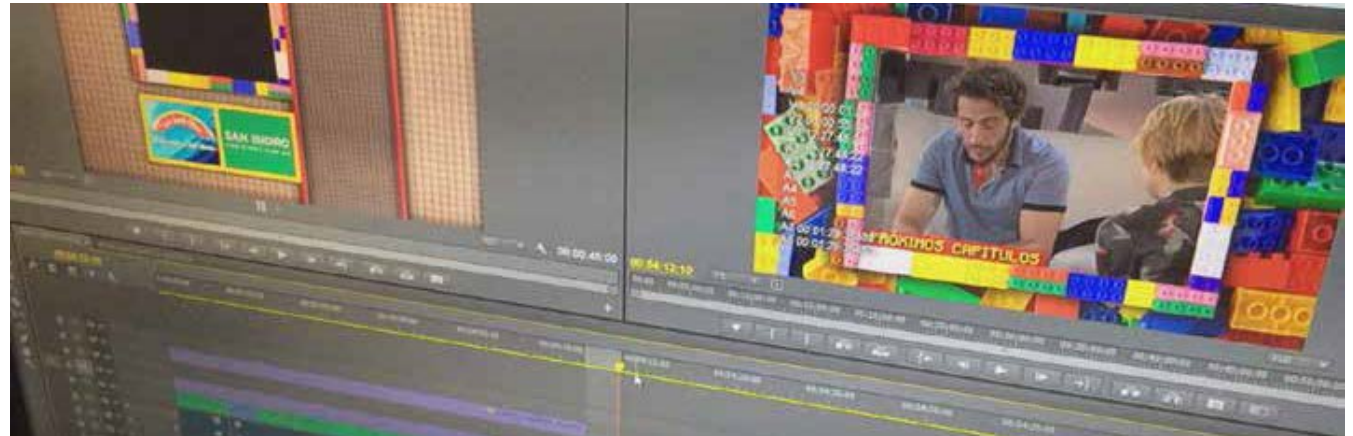
Established in 1961

Buenos Aires, Argentina

www.telefe.com

CHALLENGES

- Offer high-quality HDTV content
- Improve the HD editing process
- Integrate with existing media asset management systems



Expanding to digital broadcasting and HDTV

Telefe is the leading TV broadcasting station in Argentina, with more than 1,600 employees. Founded in July 1961 as Teleonce, it officially became Telefe in January 1990. The broadcaster's signal reaches the entire country through its eight over-the-air channels in Córdoba, Rosario, Mar del Plata, Santa Fe, Tucumán, Bahía Blanca, Neuquén, and Salta, as well as through its complementary cable division. Since 1998, it has also broadcasted Telefe Internacional, the first satellite signal originating in Argentina for a worldwide audience.

As a company known for its continuous technological innovation, in 2011 Telefe made a leap into digital broadcasting and the HDTV field. Today, it is a multiplatform organization that also offers digital content for mobile applications and interactive content.

Technology: the key to maintaining a leadership position

Driven by its innovative spirit, and in an effort to stay close to its viewers, in 2011 Telefe started testing HDTV broadcasting, which it officially launched in August 2013. That is when Telefe began experiencing issues with the editing software it was using. "The software was outdated, which limited our ability to process HD footage. It was also difficult to integrate various video streams, from ingest to archiving and classification," says Santiago Guimeran, IT and Technology Manager at Telefe.

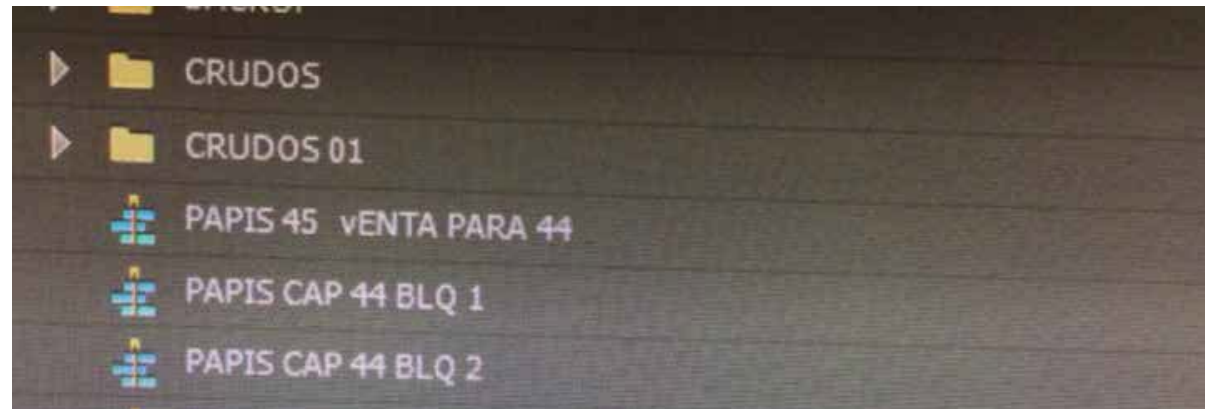
Telefe needed a professional 64-bit tool that was compatible with the other software required to edit HD content and capable of supporting the organization in this new stage of broadcasting. As a result, the broadcaster began looking for a solution that would best suit its needs for high-quality editing and enable it to continue offering top-quality content.

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Santiago Guimeran, IT and Technology Manager, Telefe

“We had many requirements. Adobe met all of them and even incorporated some of those capabilities into later versions of the apps.”

Gustavo Capua, Resources Director, Telefe



“We already used other Creative Cloud apps quite successfully, so Adobe Premiere Pro CC and After Effects CC were the best choice for our needs,” says Guimeran. “Adobe Premiere Pro CC is an open platform and we already had Dalet as a Media Asset Management (MAM) solution. If we chose another proprietary solution there would be overlapping roles and costs would go up significantly. We decided to go with Adobe Premiere Pro and keep a clean and integrated flow, getting the best out of each tool without duplicating any processes.”

Standardizing the editing process

Telefe deployed Adobe Premiere Pro CC and After Effects CC in the artistic post-production and news broadcast editing areas, and at its eight stations throughout inland Argentina. The expected results were achieved. “We managed to standardize the complete editing process throughout Argentina,” points out Gustavo Capua, Resources Director at Telefe.

As part of Creative Cloud, Premiere Pro and After Effects are fully integrated and help speed up the organization’s workflows. Users are able to edit text in After Effects compositions directly from within Premiere Pro and share tracked masks and other assets between both applications using Dynamic Link.

Migrating to Adobe Premiere Pro involved integrating the new tool with other legacy solutions. “Adobe Premiere Pro is integrated into Dalet,” says Guimeran. “The editor works on the QT Reference exposed by Dalet, which means that the media is controlled by the MAM from the Premiere Pro editor.”

The Premiere Pro interface is very similar to the broadcaster’s previous system, so the training process was simple and it was quite easy for Telefe’s editors to get used to the new app.



SOLUTION AT A GLANCE

- Adobe Creative Cloud for enterprise.
Apps used include:
 - Adobe Premiere Pro CC
 - Adobe After Effects CC
 - Adobe SpeedGrade CC

For more information

www.adobe.com/creativecloud/buy/enterprise.html

Caputa appreciated the support Adobe provided along the way. “We had many requirements. Adobe met all of them and even incorporated some of those capabilities into later versions of the apps,” he says. “Adobe is strongly advancing its platform. This is a win-win scenario: Adobe wins as a vendor and we win as customers, because our requirements are taken into account when the company introduces improvements. We are all working together to have the best possible apps.”

Further enhancing the video production workflow

Because of the good results achieved with Adobe Creative Cloud video apps, Telefe is now testing Adobe SpeedGrade CC, a color grading tool that will help the broadcaster work with layers and design apps to help digital video projects remain consistent and visually attractive.

SpeedGrade, which integrates with Premiere Pro through Direct Link, provides Telefe with a comprehensive color editing and grading workflow geared towards editors, movie makers, colorists, and special effects artists who want to achieve outstanding results.

