

The Associated Press (AP) Breaking news—in glorious HD



AP

The Associated Press
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www.ap.org

Results

- Improved content quality by moving to full HD workflow
- Simplified and accelerated editing in production centers
- Integrated with asset management and production systems
- Enabled editing of live, growing files during video capture
- Formed relationship with a trusted, committed vendor to keep pace with future technologies

The Associated Press standardizes on Adobe® Premiere® Pro CS6 software, a key component in one of the largest HD rollouts by a global news agency

The AP is one of the largest and most trusted sources of independent newsgathering, supplying a steady stream of news to its members, international subscribers, and commercial customers. AP is neither privately owned nor government-funded. As a not-for-profit news cooperative owned by its American newspaper and broadcast members, it can maintain its single-minded focus on newsgathering and its commitment to the highest standards of objective, accurate journalism.

AP's commitment to independent, comprehensive journalism has deep roots. Founded in 1846, AP has covered all the major news events of the past 166 years, providing high-quality, informed reporting of everything from wars and elections to championship games and royal weddings.

Today, AP employs the latest technology to collect and distribute content. Recently, AP invested in its video business, transitioning to high-definition, expanding its coverage, and building a new flexible, powerful infrastructure.

Investing in AP's video business

AP made a multimillion-dollar investment in its video business to meet the growing demand for video news from broadcast and online customers. In the largest rollout of HD by any news agency globally, AP completed the transition ahead of the 2012 London Olympics and the 2012 United States presidential election.

AP began the rollout with entertainment news in November 2011, followed by sports news via its joint venture with Sports News Television (SNTV) in January 2012. AP broadcast and digital customers now have the choice of receiving video content in either HD or SD (standard definition).

AP producers are able to deliver news quickly and efficiently thanks to the streamlined Adobe Premiere Pro CS6 interface and the ability to edit live stories as they happen.



"We evaluated every major editing solution on the market, and Adobe Premiere Pro provided the best-in-breed solution we needed. This was not only for its professional editing capabilities, but also for its integration with our Miranda and Gallery SIENNA asset management systems."

David Hoad
Director of global video technology,
The Associated Press

Challenge

- Manage one of the largest HD rollouts by a global news agency
- Find flexible, powerful non-linear editor, backed by strong engineering team
- Increase speed and efficiency of video editing and distribution
- Integrate with vital systems to streamline video production workflow

Solution

- Roll out Adobe Premiere Pro CS6 throughout the global organization—at production centers and in the field
- Streamline user interface for fast news editing
- Integrate with Miranda and Gallery SIENNA and enable live editing of video during capture

Systems at a glance

Adobe Creative Suite® Production Premium. Components used include:

- Adobe Premiere Pro CS6

For more information

www.adobe.com/products/premiere.html

www.adobe.com/solutions/broadcasting.html

To reach this point, AP has changed the way it gathers, produces, and distributes video to customers. This has involved a series of upgrades, including the introduction of more than 200 HD cameras, upgraded mobile satellite trucks, and enhanced backhaul capabilities to handle the HD signal. In addition, video news bureaus around the globe have been upgraded to the latest generation of video editing, compression, and transmission technologies, and state-of-the-art HD Master Control Rooms (MCR), which have been constructed in more than 20 locations including London, New York, and Washington, DC. AP's production systems in New York and Washington, DC have been upgraded for HD production. In London, AP has installed a new production system allowing journalists to edit HD content at their desktops.

The London production system

After evaluating the marketplace and undertaking technical trials, as well as consulting with other large news organizations, AP chose Adobe Premiere Pro CS6 software for use in its global production centers and for field journalists.

"We evaluated every major editing solution on the market, and Adobe Premiere Pro provided the best-in-breed solution we needed," says David Hoad, AP director of global video technology. "This was not only for its professional editing capabilities, but also for its integration with our Miranda and Gallery SIENNA asset management systems."

Simplified user interface proves key

To help support fast, simplified news editing, AP worked with Adobe engineering to create a customized, streamlined user interface that places the features needed for fast, efficient news editing at the forefront and within easy reach. Adobe engineering also worked to make it possible to edit a growing file, a key requirement for editing a live story as it happens. Producers cannot always wait for a recording to finish before distributing the stories. The new system lets them make quick editorial decisions and edit a story while it is still being recorded, making it possible for AP teams to deliver final stories faster than ever. This helps AP fulfill demand for real-time access to news content spurred on by several factors, including the advent of 24-hour news channels.

"The Adobe engineering team was instrumental in streamlining our workflow and integrating Adobe Premiere Pro CS6 with our Miranda and Gallery SIENNA asset management systems," says Mark Harris, AP video technology manager. "We were impressed with Adobe's flexibility, adaptability, openness, and genuine commitment to understand and meet our needs."



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