



WOIO Produces Breaking News for Web Viewers with JVC ProHD Studio 4000

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The Customer:

WOIO, the Raycom Media-owned CBS affiliate serving Cleveland (DMA #19)



JVC KM-IP4000 ProHD Studio
(shown with optional monitor)



WOIO is using the JVC ProHD Studio 4000 to produce live breaking news coverage for its OTT media platforms.

The Challenge:

Provide online viewers with more than just a live video feed when streaming breaking news.

The Solution:

The station purchased a ProHD Studio 4000 live production and streaming studio.

The Result:

The ProHD Studio 4000 provides a scaled-down, cost-effective version of its full control room for its OTT media platforms. Productions, which are shared on the station's website, mobile app, and Facebook Live, can include double boxes, graphics, phone commentary from a reporter, and other production elements viewers expect during a newscast.

"We saw it as a way to drive our OTT with a control room-type look that would not require a control room to do," explained Bob Maupin, director of technology for WOIO and WUAB, a CW and MyNetworkTV affiliate also owned by Raycom. "We hope to drive all our digital platforms with this."

The self-contained ProHD Studio 4000 is housed in WOIO's newsroom. With a dedicated JVC KY-PZ100 robotic PTZ network video production camera hanging from the ceiling in front of the production workspace, the system operator can also serve as on-camera talent. A 70-inch LCD monitor behind the operator serves as a video backdrop.

According to Brian Sinclair, WOIO assistant news director, training on the new system was very easy, and operators adapted quickly to the touchscreen interface. There is no traditional control panel, and a keyboard and mouse are used only for typing CG content or searching for content in the station's ENPS system. WOIO added a second touchscreen so operators could conveniently access the station's virtual router control panel and ENPS through a separate computer.