

Case Study

nxtedition®

AFC Wimbledon

AFC Wimbledon is a fan-owned football club, based in south-west London. The traditional home of Wimbledon was a stadium on Plough Lane, and thanks to a massive fund-raising effort they have now built a new home. Almost 30 years after leaving, in November 2020 Wimbledon returned to Plough Lane. Covid-19 restrictions meant the celebrations before the first game had to be streamed online and produced with a minimum crew.

Broadcast production values with a crew of three

Charlie Talbot of Talbot Productions is both a producer of live events and a board member of AFC Wimbledon. He worked with Malcolm Robinson of systems integrator Broadcast Solutions, to create a live production running for an hour and 45 minutes, up to the kick-off of the first game at Plough Lane.

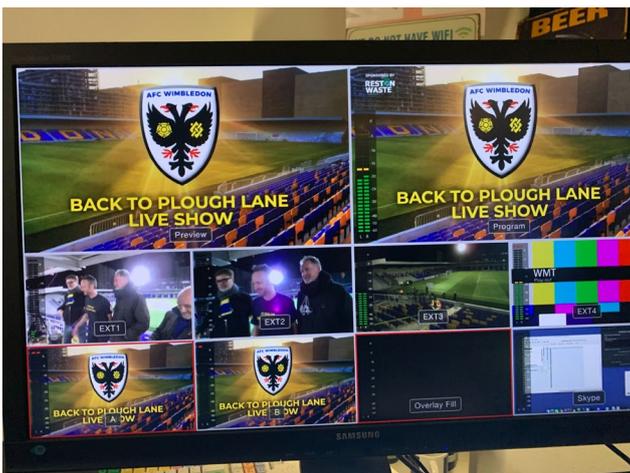


The two were on site, operating cameras including Mobile Viewpoint links over cellular. The new stadium is part of a mixed-use development, and there was very little other infrastructure available.

All the audio and video signals were packaged using Dream Clip Barracuda encoders into an SRT stream, which also carried production communications using Trilogy systems over the public internet to nxtedition's private cloud in Malmö. The stream also carried production communications using Trilogy systems.

"We crowdsourced content without losing any professional quality, and we got instantaneous reaction from the fans. With this technology we could easily fold in more content, more ways of making the fans feel a part of the club. And we did all that with a crew of three people. My mind is already racing on the possibilities of what we can do in the future."

Charlie Talbot, Talbot Productions





The third member of the team was Adam Leah of nxtedition, working in his office in Marieholm in Sweden. Leah switched the programme live, including pre-recorded packages and late additions of fan messages and memories on social media.

The programme was built on a playlist created by Talbot, who had only seen the software for the first time just days earlier. The intuitive layout of the system allowed him to become a sophisticated user, creating the detailed structure for the extended live programme, without any training at all.

"I was in awe of the seamlessness of nxteditions frame accurate playout. We added the fan videos from twitter to the rundown and nxtedition simply auto stepped down the playlist, jumping from one video to the next. It looked like a well assembled edit, but in reality it was simply just realtime A/B playout. The speed from social to on-air was exceptional"

Adam Leah, nxtedition.



"This was a great opportunity for nxtedition. The producers wanted a slick, modern production system, but they also needed it to be implemented and on-air immediately. We could deliver quickly, and set-up remotely in just a couple of hours."

Ola Malmgren, CEO, nxtedition

About nxtedition

Founded in 2012, nxtedition has revolutionised video production through a creative application of the latest software techniques. nxtedition pioneered the virtualisation of the whole broadcast process, replacing complex and expensive legacy technology with a fresh, coherent, integrated approach.

The traditional approach of single-function products from multiple vendors creates layers of complexity. These solutions are expensive to purchase, difficult to maintain, hard to integrate and update, and need specialist staff to operate.

nxtedition takes a completely different approach. Using the latest in web technologies repurposed for the broadcast environment, nxtedition virtualises appliances – prompters,

newsroom control systems, automation, asset management, transcoding, video servers, graphics engines and more. It creates sufficient instances of these appliances in software to meet the dynamic needs of the operation.

The guiding principle of nxtedition is that news and broadcasting is a single sweeping concept, so it should be managed by a single, coherent system. nxtedition allows users to plan, write, edit, pay out and archive content while focusing on storytelling and not the underlying technology.

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