

# nxtedition®

## Case Study

### Nordisk

Nordisk Film TV is the largest television production company in Denmark. Across documentaries, news, entertainment, reality and drama, the company produces more than 1500 hours of original content each year. Customers include Danish broadcasters DR, TV2 and TV3 and international media companies like Discovery.



## Nordisk Film TV

A Banijay Group Company

### Nordisk Film TV speeds production of daily magazine television

#### Two daily shows

A single production unit at Nordisk Film TV has the responsibility to produce two live programmes each day for TV2. Go' Morgen Denmark is a rolling news and entertainment show which runs from 06.00 to 12.00. The second edition, Go' Aften Live runs from 17.30 to 19.00.

Originally Nordisk built a traditional broadcasting set-up with hardware devices from different vendors. The integration was inflexible, and the multiple user interfaces made production cumbersome. With so much content to produce, the 40-strong production team needed to concentrate on creativity not on making the technology work.

*"Since moving to nxtedition, the jump in productivity and creativity is clear for all to see. But that does not mean complexity: we encourage team members to move between roles, and as new staff join us, they can pick up all the operational skills in just an hour or two. This is definitely the future for live production."*

**Lea Weck, Head of Production, Nordisk Film TV**





In 2020, Nordisk looked for a reliable and modern production environment which was built on the core principle of storytelling. They wanted the team to concentrate on delivering interesting content for the audience. From an editorial point of view, a six hour live show each morning also means that the rundown has to be extremely flexible reflecting the changing agenda of the day, with updated versions of stories dropped in as the programme proceeds.

Nordisk turned to nxtedition for a complete production platform. Within a single user interface, staff can address planning, scripting, ingest and media management and rundowns, studio automation and final playout. As well as being dropped into the playlist, packages can also be repurposed for social media and online publishing. Thanks to the intuitive user interface, staff are very quickly up to speed in operation – journalist training is just two hours – and can move between functions to maximise productivity.

*“Between Go’ Morgen and Go’ Aften they output seven and a half hours of television each day. This is a really excellent demonstration of the power of our simple, secure, stable production platform.”*

**Ola Malmgren, CEO, nxtedition**



## Technology Used

- nxt-SERVER
- nxt-PLAYOUT
- nxt-INGEST
- nxt-SUPERVISOR
- nxt-PLAY KEYPAD
- nxt-SHOTBOX

## 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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