

# Chong Newztel



## Summary

Chong Newztel are New Zealand's leading press and broadcast service. Chong Newztel had a requirement for an end-to-end broadcast production system. This complex project has been taken from conception to successful deployment using Silvereye tools and technologies.

## Silvereye Advantages

- Ability to ship sophisticated workflows based on massive quantities of data that people enjoy using.
- Ability to work with audio, video and print media formats at grass-roots level.
- Ability to bring complex products to market in a timely and reliable manner.

Organisations large and small rely on Chong Newztel's services to get them information about what is being said about them and their industries in the New Zealand public arena. The product delivered to Chong Newztel's customers is the result of daily cutting and processing of clips from newspapers and magazines. In mid 2006, following on from the success of an earlier Chong Newztel project, Silvereye was asked to produce an end-to-end broadcast equivalent for producing broadcast clips from both television and radio.

## Challenges

Broadcast data is inherently complex as well as massive. The quantity of clips produced in this system was also going to be voluminous. For these reasons, writing a robust, time-critical, multi-user transcription software system was certainly going to make for an interesting project.

The undertaking also presented numerous delivery complexities. For example; elegantly presenting transcription data in web, email and print or simply managing distribution pipelines out to clients.

## Solutions

Silvereye first set to work on the capture end, producing a unique solution to record and store live recordings that also allowed for simultaneous playback. With this problem solved, Silvereye was then able to focus on modelling the business operations around broadcast and establishing how broadcast was going to fit into the Chong Newztel operations.

Our next task was the construction of a desktop application to facilitate a collaborative transcription workflow. The end result is based on two key Apple technologies, Cocoa and QuickTime™ as well as plenty of smarts from Silvereye.

Silvereye expanded the server system<sup>1</sup> to facilitate broadcast. This allows for admin users to configure the workflow and for end

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<sup>1</sup> Also architected, developed and deployed by Silvereye.

## Silvereye

www.silvereye.co.nz

## Chong Newztel

www.chong.co.nz

**“I am a great believer that while hard work is not without its merits, it is no substitute for hard thinking. When you find yourself in a situation where you need to achieve a lot in a short period time, you had better work with people who are prepared to think hard and are able to implement the results; such people can be found at Silvereye.”**

– Philip Smith  
IT Manager  
Chong Newztel

customers to access their broadcast clips online and to order derivative products from clips.

### Success

Because the system was written from the ground-up specifically for Chong Newztel, it is able to produce exactly the results that Chong Newztel’s customers want without any compromises.

The software applications that have been deployed are enjoyable to use and automate the human-interaction with the broadcast workflow thereby increasing efficiency and getting important information in front of the right people faster.

The whole system is in production now, successfully delivering relevant media to numerous organisations throughout New Zealand. What initially sounded like a very tall order has been achieved.

### Technology

The Chong Newztel broadcast project demonstrated how Silvereye's technology strategies and techniques can successfully take a complex product to market in a short space of time.

The system uses the well-known open-source database product (PostgreSQL) which provides a transactionally robust database platform for the system whilst reducing licensing costs.

A key success factor of the broadcast project was the use of tried and tested technologies, as noted by lead engineer, Andrew Lindesay, “The speed and robustness of our development effort have been due to the confidence we have in the tools and technologies we use, along with their ability to handle complex media. These factors certainly allowed us to get things done that would have been impossible or very difficult using other technology.”

### More Information

For more information about Silvereye, please visit our website at <http://www.silvereye.co.nz/> or email us on [info@silvereye.co.nz](mailto:info@silvereye.co.nz).