

Schroders T.V

Schroders Investment

Management recently selected IVC Media to build their first UK in-house TV Studio. Before we supplied their studio late in 2008, Schroders would hire an outside facility each time they needed to make a "Broadcast". This often proved inconvenient with facilities not always available when needed nor always technically appropriate.

Schroders required their studio to meet significant Broadcast TV standards offering Schroder's Executives and Financial Experts easy and immediate ingest of Live commentary to partner Broadcasters e.g. Bloomberg, CNBC, Reuters etc.

IVC Media Technology Employed:

The studio is built within standard City of London style office space in Gresham St and is generally operated by just one production biased member of Schroders support team.

IVC assisted this operationally by supplying simple work-flow drawings to assist the operator (a relatively non-technical staff member).



All areas of technology commonly needed were supplied for this Broadcast facility:

The studio was of a "Cool lit" style for demanding Chroma Key purposes. A technical operational gallery and test facility was supplied. Signals are transmitted via a Globelynx Lease-Line.

The Studio Controller was based around a multifunction Broadcast Pix Vision Mixer. Sony's latest XDCAM HD capable camcorders (adapted for studio use) were employed. Vinten tripod systems were selected with a large screen Autoscript prompting system. IVC Media created a tape free environment by using the latest Broadcast TV servers to record, archive and play back when required. A non linear edit suite was custom built offering many functional add-ons to meet Schroders specific high demand to use graphics.

In the absence of their own technical engineers, Schroders have customised an IVC Media preventative maintenance and emergency call agreement to meet all the facility's needs.

Subsequent to the installation all receiving Broadcasters taking Schroders feed have been very complimentary of all the signals received from Schroders TV Studio



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