

HDR Denmark uses NeviON IP remote-production solution for live horse racing coverage

Solution provides cost-effective production

Oslo, Norway, 27 March 2018– [Nevion](#), award-winning provider of virtualized media production solutions, has announced that [HDR Denmark](#), a full-service provider to the broadcast industry, has deployed NeviON equipment and software for IP-based remote-production. The solution enables HDR to provide the infrastructure needed for its production partner [STV A/S](#) to cover live horse racing in Denmark with a minimum crew on-site. It also makes optimum use of resources in the central studio and control room in Copenhagen.

HDR Denmark selected NeviON's software-defined media node [Virtuoso](#) for JPEG 2000 IP WAN transport with FEC protection, its [VikinX Sublime X²](#) hybrid router for baseband routing in the central facilities, and some [Flashlink](#) equipment for AV processing and Tally. HDR also picked [VideoIPath](#) to control the whole set-up from the central location. The implementation process ran smoothly, with the solution going live just three months after the project started – in time for the launch of a new Race Track channel in January 2018.

Regular productions are now taking place, with just one cameraman and two journalists at the race-track and one host, one guest and one producer at the central location in Copenhagen. The equipment is transported to the race-track in a car, and set up by the cameraman onsite. Live productions feature up to six video feeds from the race-tracks and three return feeds, as well as multiple audio, including comms.

In all, STV A/S is now providing coverage of 260 race days a year from nine different tracks for the race track channel, FAST TRACK.

Marc Bostrøm, System Integrator at HDR Denmark says: "With horse racing having a comparatively small audience in Denmark, the production could not be of the same magnitude as some of the larger shows and events we handle, otherwise it would not be viable. We recognized that IP remote production was the only option to achieve the level of nimbleness and cost-effectiveness we needed. The NeviON solution provided all this and gave us the centralized control, low latency and the protection we needed too."

"IP remote production makes it economically possible to provide professional coverage for sports that do not have a huge audience, which obviously benefits the viewers and also provides a viable business for us", adds Marc Bostrøm "With NeviON's help, we have learnt a lot about the possibilities offered by IP, and we are looking at ways to capitalize further on this."

Hans Hasselbach, Chief Commercial Officer at NeviON concludes: "Often discussions around IP remote production focus on making large-scale, high-profile, international productions cheaper. This project shows IP can also extend the opportunities for live production and create new revenue streams. We are proud to have helped HDR Denmark achieve this for their business."

Marc Bostrøm will be presenting this project at Nevion's pre-NAB event, on April 8th, 2018 in Las Vegas.

Nevion will be showcasing Virtuoso and VideoIPath [on its booth \(SU5510\) at the NABshow 2018](#), April 7-12, Las Vegas Convention Center.

About HDR Denmark

Founded over 20 years ago, HDR Denmark A/S (hdrdenmark.dk/uk) is a full-service facility with a long list of services in broadcast, advertising and film, including TV studios, outside broadcast rental, post-production, system integration operations and support. HDR works with production houses and broadcasters in the Nordic countries, in addition to business clients who want an innovative and future-proof media solution. HDR is behind productions such as Big Brother, One Born Every Minute and Ex On The Beach. HDR Denmark is a subsidiary of Swedish HDR Sweden AB (HDR).

About Nevion

As the architect of virtualized media production, Nevion provides network and broadcast infrastructure to broadcasters, telecommunication service providers, government agencies and other industries. A pioneer in media transport, Nevion enables the transport and management of professional-quality video, audio and data – in real time, reliably and securely – from the camera to the home. From content production to distribution, Nevion solutions are used to power major sporting and live events across the globe. Some of the world's largest media groups and telecom service providers use Nevion technology, including AT&T, NBC Universal, Sinclair Broadcast Group Inc., NASA, Arqiva, BBC, CCTV, EBU, BT, TDF and Telefonica.

For more information please visit www.nevion.com. Follow Nevion on Twitter @nevioncorp

Media Contacts

Media contacts: The Whiteoaks Consultancy

Liam Sherry

t: +44 (0)1252 727313

e: Liams@whiteoaks.co.uk