
Orchestrating a seamless ITV Daytime schedule with the touchscreen power of BNCS+

With packed programming and all the intense pressures of mixed-format live television, ITV Daytime relies on BNCS+ for its on-air transmissions to millions of viewers every day.

itv

Atos

« Live TV is all about perfect timing, immediacy and reliability – which is exactly what BNCS+ gives us...It's a must-have. »

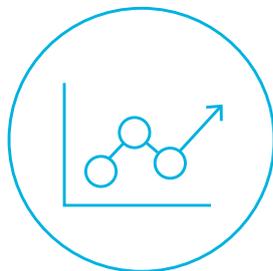
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Technology Manager, ITV Daytime

The context

ITV Daytime makes some of Britain's best-known and most popular television, producing four shows from 6 am - 1:30 pm every weekday.

Based at BBC Studioworks at Television Centre in White City, West London, ITV Daytime's operation is particularly intense. Good Morning Britain and This Morning share Studio TC3, with their sets sitting back-to-back. Lorraine and Loose Women both reside in the adjacent Studio TC2, with a daily turnaround between the sets after Lorraine goes off-air.

In 2018, when Daytime first moved to BBC Studioworks, the studio & gallery infrastructure was already in place for ITV to join and build in their own production systems & workflows. In four months, all four shows began broadcasting from their new home.



The results

The challenge

ITV Daytime's team of engineers and technical producers manage extraordinary complexity in real time.

For any live mixed-format show, switching sources, managing play outs, inter-changing between the studio and outside broadcast, and switching programs in commercial breaks is a feat of orchestration. Given ITV Daytime's busy schedule, all this must happen instantly and seamlessly across the four programs and two studios back-to-back. Traditionally, technical teams have had to use multiple matrix and router panels and re-plug cables for switching. This would create logistical challenges and lead times to execute what the director and editorial teams need for each segment of each show.

BNCS+ is now the technical lynchpin for ITV Daytime.

The technical team has a single access point for everything they need, all behind the scenes and invisible to production and editorial.

The emergence of COVID-19 brought fresh challenges. Lorraine joined Good Morning Britain in the same control room. Instead of having an hour to prepare and switch programs, the team had under five minutes.

The solution

Broadcast Network Control System+ (BNCS+) is the digital platform at BBC Studioworks for controlling hybrid media content and infrastructures.

With easy-to-use touchscreens for managing and orchestrating every single physical and virtual resource and workflow, BNCS+ gives ITV Daytime's team just one interface for instant and agile control:

- Moving between 40-50 multi-viewers, 400 sources and 400 destinations, they can easily make hundreds of rapid switches – subject to user access controls
- With 14 incoming and 8 outgoing circuits, every single news outlet and live contribution is available
- Using powerful macros, they can program specific rules to pre-load and re-load pre-defined outputs and views – making operations faster, smoother and slicker
- A resilient distributed architecture ensures there's no single point of failure – critical for live TV

ITV's ability to keep all four shows on air with only 25% of its team onsite is a testament to BNCS+. It readily enabled new ways of working, remotely and in the studio, to keep teams safe while still reaching viewers at home.

BNCS+ is also a platform for the future – for wider use of mobile devices, for instance, and any move to the cloud.

ITV

ITV is a British free-to-air television channel operating the largest family of free-to-air commercial channels in the UK.

As an integrated producer broadcaster, ITV creates, owns and distributes high-quality content on multiple platforms globally. It delivers content through linear television broadcasting and on demand via the ITV Hub. ITV investment in programming is primarily funded by television and online advertising revenue. Its family of channels includes ITV main channel (the UK's largest commercial channel), ITV2 and ITV3 (the UK's two largest digital channels), ITV4, ITVBe, and CITV. In January 2018 ITV Daytime commenced a project with BBC Studioworks to establish a new space for ITV Daytime's schedule.

For more information: atos.net

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