

Supporting Leading Broadcaster with Outstanding Hybrid Work Capabilities

Empowering ITV Daytime's post-production team to edit shows on the cloud from anywhere



ITV is an integrated producer broadcaster consisting of ITV Studios and Media & Entertainment. ITV Studios is a world-class international creator, producer and distributor. It is the largest commercial producer in the UK, one of the largest producers in Europe and one of the largest independent unscripted producers in the US. ITV Studios creates, owns and distributes high-quality content for broadcasters and platform owners around the world. ITV Studio's footprint spans 13 countries, with 60 labels and 90,000+ hours of active content in its catalog.



INDUSTRY:
Broadcast



COUNTRY:
United Kingdom

“The [HP] Teradici connectivity and display was crisper. You've got a better dynamic range of color.”

John Barling,
Head of Technology



Largest Commercial Producer

in the UK

13 countries

ITV Studio's footprint

60 labels

Supplying over 200 channels

Objectives

- Shift towards cloud adoption due to the pandemic which led editors, producers, and managers to work remotely from home
- Become more agile and flexible post-pandemic and reach sustainability goals for production teams

Approach

- Implementing HP Anyware (formerly Teradici CAS) to connect three edit suites and an ingest process across an AVID-based production system
- Logging into Zero Clients via PCoIP technology to access Microsoft Azure Cloud environment

Business Outcomes

- Post-production team was able to continue working at home
- Successfully edited John and Lisa's Weekend Kitchen over cloud and distributed the show across the UK and North America
- ITV to shift to hybrid work model due to improved performance observed while post-production teams worked remotely



“We need to be more agile as a business and having really good remote connectivity software applications at our fingertips is a vital part of the business now.”

John Barling, Head of Technology, ITV Daytime

Software

- HP Anyware, powered by PCoIP technology
- Avid video editing suite

Hardware

- 10ZiG PCoIP Zero Clients

Cloud Service Provider

- Microsoft Azure

Objectives

Envisioning an office-like editing experience at home

When the pandemic lockdowns were announced, like many other broadcast businesses, ITV Daytime's production team moved to working remotely. The need for a cloud-based approach to post-production was immediate. The company needed to replicate the on-premises editing experience at home, without sacrificing quality or compromising on security.

"We realized, as did many other broadcasters and different media companies, that we needed to be agile, and we needed to have a remote post facility that could take some of the strain," said John Barling, Head of Technology at ITV Daytime, about the move to editing on the cloud during the pandemic.

The team took the decision to test out editing the seventh series of *John and Lisa's Weekend Kitchen* featuring the popular culinary celebrity couple John Torode and Lisa Faulkner. The ten-episode series was edited in the cloud and the ten episodes were edited for GD (Global Distribution). The success of this test would determine whether ITV Daytime could consider shifting post-production for some shows with longer lead times to on-cloud edit suites.

Approach

Editing remotely on the cloud using HP Anyware

ITV deployed an AVID-based production system on Microsoft Azure Cloud using 10ZiG PCoIP Zero Clients, which they accessed by logging in via HP Anyware (formerly Teradici CAS). The system included three Avid edit suites, which were essentially edit clients hosted on the cloud. One of those systems was used primarily to ingest the raw show material, while another machine was used by the show's Producer, and the third was used by the Editor for the show. HP Teradici already has an existing collaboration with editorial platform Avid, which made for a seamless workflow for the ITV Daytime team.

“I could log into the PC-over-IP on my app on the Mac and I was doing it on 4G!”

Nick Thomas,
Head of Post Production

The ITV Daytime’s post-production team were committed to the cloud editing experience for the show - if something went wrong partway through, they would find a way to fix it instead of stopping the process and returning to work on-premises. Nick Thomas, Head of Post Production for ITV Studios Daytime, explained that they could go ahead with the experiment because they were editing the show two to three weeks in advance of airing. Without the constraints of a tight turnaround, as most other live productions would have, the team had leeway to work out any issues they faced.

Editing remotely on the cloud using HP Anyware also had a major advantage in terms of flexibility and productivity. Not being tied to an editing suite in a building gave Editors the freedom to choose the days and times they worked. Plus, with PCoIP technology giving them 24-hour access to the Microsoft Azure cloud environment, Editors could work practically any time of the day that was convenient for them.

While editing on the cloud, low latency was a priority. Media and entertainment files tend to be large, which makes this a particular challenge for the industry. Any lag could hamper the user experience and negatively impact productivity.

According to Thomas, the PCoIP environment was accessible on Mac, even with a 4G connection. 10ZiG zero clients worked well over low latency when Thomas was in areas with low internet speed. But other members on the team working out of areas with extremely low internet speeds did find it harder to use the zero clients. However, even when the zero clients failed to connect, Thomas was still able to log into PCoIP environment on his Mac without internet, just on 4G, to get visibility on where the production team stood in the editing process.

PCoIP technology is designed to deliver the best user experience even in changing network conditions. That’s why there are more than 15 million PCoIP users around the world.

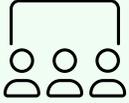
“We’re pretty impressed with [HP] Teradici,” said Barling, praising the dynamic color range and connectivity achieved via PCoIP. “The color range and clarity was better, compared to other remote solutions we had been testing.”

The ITV Daytime team has multiple HP Anyware licenses that allowed them to use PCoIP on their desktop Mac system. Though HP Teradici has peripheral support including webcams, USB keyboards and mouse, and Wacom tablets and pens, the ITV Daytime team didn’t use many peripherals, just a monitor or two. The 10ZiG zero clients had large display port connectivity and DVI to facilitate monitor use.





Successfully edited 10+ episodes on the cloud system



Program aired in the UK and many other markets



Hybrid work model adopted by ITV Daytime

Business Outcomes

Successful test of hybrid work model

By the end of the test, the team had successfully edited 10 episodes, each 45 minutes long, on the cloud system to air in the UK and a separate 10 for other markets (Albania, Bosnia, Bulgaria, Croatia, Ireland, Israel, Kosovo, New Zealand, North Macedonia, Montenegro, Serbia, Slovakia and USA). With PColP technology, broadcast companies can leverage flexibility in production workflows without losing quality or productivity. HP Anyware can be used on both on-prem and remote workstations, so Editors and Producers can access their work from anywhere without compromising on experience. The ITV Daytime team is currently testing HP Anyware beta features as well.

This successful experiment, and the improved productivity and sustainability that resulted, has led to ITV Daytime adopting a hybrid work model that requires less travel for the workforce and fewer overhead costs for office buildings. ITV Daytime's decision is in line with the results of an HP Teradici security survey of over 8,000 people from a range of industries, where 99% said that their companies would be taking a hybrid approach to work.

There was one major challenge for the ITV Daytime team working on the cloud - team collaboration. The over-the-shoulder discussions one can have when a team is on the same premises aren't easy to replicate when team members are scattered around the country, or even the world. To navigate this challenge, the team streamed all the edit output to Producers using Haivision SRT.

There is now an exciting new option for post-production teams in the broadcast industry - HP Anyware. Combining the ground-breaking and Emmy Award-winning PColP technology of Teradici CAS with the pro-grade collaboration features of ZCentral Remote Boost, HP Anyware delivers on flexibility, security, collaboration and productivity.

Learn more at hp.com/anyware

HP Services are governed by the applicable HP terms and conditions of service provided or indicated to Customer at the time of purchase. Customer may have additional statutory rights according to applicable local laws, and such rights are not in any way affected by the HP terms and conditions of service or the HP Limited Warranty provided with your HP Product.

© Copyright 2022 HP Development Company, L.P. The information contained herein is subject to change without notice. The only warranties for HP products and services are set forth in the express warranty statements accompanying such products and services. Nothing herein should be construed as constituting an additional warranty. HP shall not be liable for technical or editorial errors or omissions contained herein.

4AA8-2031ENW, July 2022