

## Tedial adds broadcast process management for Televisa

Televisa, the most important television group in the Spanish speaking world, has transformed its operations by implementing broadcast business process management, using the Ficus BPM system from Tedial. Televisa already operates the Tedial MPM media asset management and Tarsys archival systems, and they work together seamlessly to deliver real operational cost savings for the group.

It is widely recognised that the television industry is going through a period of dynamic change, and operations and management have to become much more streamlined to gain critical commercial advantages if a broadcaster is to survive. By implementing the Tedial Ficus process management system Televisa is tackling this issue.

With Ficus the broadcaster can customise the way information and content flows through the enterprise based on its commercial requirements, not the limitations of the technology. Ficus, which at Televisa is being used to manage and automate the way that commercials are booked, placed, transferred and transmitted, as well as controlling the production or acquisition of programmes. It allows the broadcaster to establish rules by which all processes are fully automated, ensuring that every commercial booking is handled with equal skill

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and accuracy, and every programme is tracked from commission to final transmission.

The tremendous advantage gained from working with Tedial as a specialist supplier to the media industry is that the resulting system is completely integrated, from the enterprise commercial systems through to the content itself. There are no boundaries, and therefore no weak points in the system, allowing complete and transparent automation.

*“Tedial’s technology has allows us to integrate all the elements of the system, creating a completely tapeless environment,”* said Armando Medina, CTO of Televisa Canales. *“The flexibility of Tedial’s products has allowed us to implement this new system in a very short period of time, gaining us significant reductions in our operational costs.”*

Emilio Lopez Zapata, CTO of Tedial, added *“There are so many critical processes which are unique to the broadcast industry: ingest, quality control, watermarking, copying to browse resolution, scheduling, transmission and archiving. To successfully bring business process automation to broadcast, the system must be able to integrate specialist systems in editing, subtitling, format conversion, playout and much more. That is the key differentiator of the Tedial*

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*concept – a completely integrated solution which allows the broadcaster to define workflows as business processes which are automatically translated into technology processes.”*

The introduction of Ficus broadcast process management at Televisa was carried out in two phases during 2009. The first implementation was concerned with programming, with the second phase adding the commercially important functionality around advertising. The architecture of the system includes a simple graphical editor which allows users to rapidly create new workflows around business needs, with the underlying system ensuring that all required technical steps are implemented.

“With Ficus implanted in our operations as the business process management, and the high level of integration with our broadcast technology, we have a complete solution that results in an improvement in processes, more productivity and a much more efficient use of our resources,” said Sergio Rodriguez, general manager of Televisa Canales.

### **About Televisa**

Based in Mexico, Televisa is the largest media company in the Spanish speaking world. Its business activities encompass newspapers, magazines, radio stations

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and movie productions as well as television channels and the international distribution of Spanish-language programmes.

### **About Tedial**

Tedial (Tecnologías Digitales Audiovisuales) is a European high technology company, based in Spain, that specialises in asset management and process control in systems which include audio-visual content, including broadcast, institutional, healthcare and industry. It is a market leader in Spain and Latin American and is active globally in delivering innovative, complete and highly functional media and process management systems.