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VSN provides Russian channel Eda TV with a complete content management and transferring system

Thanks to VSN's system, Eda TV is capable of automatically regulating all its internal workflows, creating a powerful synergy between its studios in Saint Petersburg, where content is created and validated, and the offices in Moscow, where content passes to playout to be broadcasted.

VSN, the leading company in advanced solutions for the Broadcast and Media & Entertainment, has successfully carried out an important project in the Russian market for the cooking channel Eda TV, that broadcasts to the whole country and operates from two centers, in Saint Petersburg and Moscow. Thanks to [VSNEXPLORER](#) and its media management modules, Eda TV is capable of improving its daily productivity and of integrating its different departments in a single advanced workflow.

For the management of the content archive, VSN deployed [VSNEXPLORER's Media Asset Management \(MAM\) module](#), that offers all the necessary tools so that the client can have under control the whole lifecycle of the content, from the very moment production starts in Saint Petersburg to its preparation for broadcasting, something that ensures that the users in Moscow receive the assets aimed to playout in record time.

To make sure that the most heavy tasks are carried out automatically, VSN also installed [its Business Process Management \(BPM\) module](#), that allows for deploying automated workflows for delivering the material from the Saint Petersburg studios, where the validation director validates it, to the Moscow offices, where it goes to playout. This content transferring is based on the UMP acceleration protocol, developed by VSN with advanced security and encryption features and up to 20 times faster than any FTP

Once this process has been carried out, the system automatically prepares the content for broadcasting. In a parallel process to its validation and sending to Moscow, the Saint Petersburg center proceeds to archive the content, while the documentalists add all the necessary associated metadata for its future and easy retrieval.

More...

“This is a very interesting project for us”, declares Mr. Roberto Pascual, VSN’s Sales Director for Europe. “It is a great success for us in the Russian market, one that interests us very much and where our solutions have great acceptance, as we have seen in the last edition of the [NATEXPO trade show](#). In this case, Eda TV benefits from VSN’s technology by coordinating its Saint Petersburg center, where the studios for content production and validating are located, with the Moscow offices, where the playout center is located. It is a great project that perfectly shows everything that our solutions are capable of”.

Eda TV is a cooking thematic channel launched in 2012 that broadcasts nationwide to all Russia with great success of audience. It is part of the producing company Pi-Stolet and it is based in Saint Petersburg (production and validation center) and Moscow (broadcast and playout).

About VSN

VSN is a global technology company specialized in providing advanced solutions for the broadcast and media sector. It offers solutions based on standard IT infrastructure solving the needs of creation, distribution and management of audiovisual contents in TV channels, public institutions, IPTV, universities, contents distributors and news agencies. With more than 20 years of experience and installations all around the world, more than 1000 clients trust daily in VSN’s solutions to manage the most important parts of their operations.

Thanks to VSN’s software tools, audiovisual companies can manage their activity, increase the productivity, avoid bottle-necks, automate processes and improve the integration between systems and departments. In a nutshell, optimize the business processes to reduce costs and increase productivity. VSN offers a real value, because it helps its clients to globally maximize their assets’ performance.

With offices in Barcelona (HQ), Dubai, Montevideo, Miami, Hong Kong, a center of technological excellence in Alicante, and a widespread network of partners, VSN offers worldwide coverage, always keeping close to its clients. VSN’s solutions solve the complete workflow of an audiovisual company, improving its efficiency and walking hand in hand with them in their journey towards the Media & Entertainment new business models.

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