



## **Al Aan TV trusts VSN to manage its news production workflow**

**Barcelona, SPAIN — May 11<sup>th</sup>, 2023**

Al Aan TV trusts VSN's media solutions to control and manage its news production workflow. The Emirati broadcaster was looking for a flexible solution that could be integrated with the existing environment in its facilities. Thanks to its capabilities to work with third-party systems, the **VSNE Explorer suite** has become the core of these operations at Al Aan TV, thanks to the installation of the VSNE Explorer MAM and VSNE Explorer PAM modules, together with the NRCS plugin VSN NewsConnect, VSNOne TV and VSNLivecom.

### **A flexible solution for Al Aan TV**

Al Aan TV was looking for a MAM and PAM solution that could orchestrate the workflow of its news production and, at the same time, was compatible with the systems that comprise the channel's environment, composed by AVID iNews, Telestream's transcoding engines, and the SGL archiving system. After a first contact through our website, Al Aan TV verified how the VSNE Explorer suite and the rest of the media solutions were perfectly integrated into the workflow, thanks to their flexibility and scalability.

### **VSN at the core of Al Aan TV news production**

Currently, **Al Aan TV performs its entire news production and editing workflow with VSN.**

VSNE Explorer is the central orchestration platform with its modules VSNE Explorer MAM, VSNE Explorer PAM, and the VSN NewsConnect plug-in that works integrated with Avid iNews. The entire flow is managed from VSN systems, from ingest, where VSNOneTV servers are used, through metadata enrichment, proxy editing, transcoding, and archiving of all media. Also, with this solution, Al Aan TV incorporates the automation of content distribution to platforms and social networks into its workflow.

In parallel to these processes, VSN's systems also participate in the broadcast workflow by taking care of the in-studio playout with VSNLivecom, which works via integration with the NRCS system and the rest of Al Aan TV's news production systems.

### **A cost-effective solution for the Emirati broadcaster**

VSN's solution adapted to Al Aan TV's requirements regarding flexibility, remote working and cost-effectiveness. Furthermore, the channel valued the customer service offered by the company and the possibility of reducing its infrastructure ownership costs.

As a result, **Al Aan TV incorporates a MAM system that allows greater flexibility** to integrate with other third-party systems, a more cost-effective solution, and expanded support services. Not only

that, but it benefits from a MAM system that brings greater archiving efficiency with rich, structured metadata to archive, preserve and retrieve their media quickly and efficiently.

"We are proud that Al Aan TV has trusted us for its news production. The sales process was smooth, as from the very first moment we saw that VSN's solutions fit like a glove to the Emirati broadcaster's needs. This is yet proof of the extraordinary work of our team and that we must continue walking this path **to keep expanding in this region**" - Aitor Falcó, EMEA Sales Manager

VSN will be visiting **CABSAT 2023** next week (16<sup>th</sup> – 18<sup>th</sup> May). If you would like to schedule a meeting with our Sales Representative in the region, please contact [aitor.falco@vsn.es](mailto:aitor.falco@vsn.es)

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### **About VSN**

VSN provides software solutions for audiovisual content management and scheduling since 1990. Its headquarters are in Barcelona, Spain, and it counts with a commercial presence on all continents. VSN's software solves any need to manage, archive, produce, plan and distribute media for TV channels, production companies, OTT platforms, public organizations, the educational sector and content distributors, among others. VSN offers scalable, integrated and web-based solutions ready to be implemented in cloud, on-premise, or hybrid environments, under licensing model or through subscription as a service (SaaS).

Since September 2021, VSN has been part of Aspire Software, a division of Valsoft Corp. Aspire Software is a vertical acquisition software company that owns, operates and manages a portfolio of companies in various fields, including hospitality, food & beverage, car rental software and more. Aspire's mission aligns with that of Valsoft Corp. to take software companies to the next level. Its offices are based at Valsoft's headquarters in Montreal, Canada. The group seeks companies with a solid foundation of outstanding software products with endless potential for growth, under its motto "Buy. Enhance. Grow".

For more information, visit [www.vsn-tv.com](http://www.vsn-tv.com).

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