

STREAM CIRCLE

Info channel Brno

Fully automated linear channel for local news

Pohoda TP runs Radio Dalnice (Radio Highway) – a traffic news channel.

Pohoda TP has access to traffic cameras and traffic information in the Brno area (second-largest city in the Czech Republic). They have rights to access the DVB-T2 multiplex that also operates in the area.

So, **Pohoda TP** decided to create a video traffic news channel that uses traffic cameras and combines them with actual traffic information, weather forecasts and regional news. The audio track from Radio Dalnice is used as background. The regional DVB-T2 multiplex is used for HD channel distribution.

Benefits for clients:

- New audience and move current audience from Radio Dalnice
- Visualisation of useful information
- New revenue possibilities (gas stations, local stores)
- Use of current data sources
- Easy implementation

Role of Stream Circle:

- Setup of playout service on client premise
- Write base HTML5 template (client is customizing template themselves)
- Prepare workflow for data and video ingest
- Connect playout service into DVB-T2 multiplex

Delivery of the service was 4 weeks

The screenshot displays a live broadcast interface for 'INFO TV BRNO A JIŽNÍ MORAVA'. The main content is a traffic camera view of a highway with the text 'BRNO - MŮK, HLINKY'. A weather forecast on the right shows '8:17', 'POZÍTRÍ', 'ADÉLA', and '21° / 12°'. A news ticker at the bottom reads: 'VÍTE, ŽE KRÁLÍK DOKÁŽE VYVINOUT VĚTŠÍ RYCHLOST NEŽ BĚŽÍCÍ ŽIRAF A ČI KOČKA? DO ČESKÝCH LAVIC V PONDĚLÍ 3. ZÁŘÍ USEDNE VÍCE NEŽ 108 TISÍC PRVNÁKŮ.'