

Spread the news:

Workflows for multichannel news production

ROSS



The changing context for news production

The last few years have seen rapid and significant evolution in the way news programming is made and consumed.

In perhaps the biggest upheaval since the introduction of a 24-hour news cycle, the COVID-19 pandemic required the industry shift to new ways of working and introduced considerable new challenges for broadcasters to overcome.

Perhaps the most notable impact has been on the workforce. The reality of post-pandemic programming means that now, broadcasters are required to compete against additional distribution channels for audience attention with fewer resources, and smaller teams. Those teams are also increasingly working outside of the control room, creating a hybrid environment

that demands newsrooms operate at an increased pace with fewer hands on deck.

For journalists, this evolution means an uptick in the volume and assignment of responsibilities, as they're increasingly required to act as their own production team. To do so successfully, they need solutions which integrate with and contribute seamlessly to studio production workflows.

Adding additional pressure is the need to meet audience expectations - expectations which are continually rising, as audiences expect their news programming to be delivered more quickly, accurately, and distributed across varied and engaging platforms.

These changes have put significant pressure on the whole

newsroom, from the engineers in the technical teams, to the business teams responsible for generating income – and all rely on the production capabilities of journalists. Teams are required to deliver day-in, day-out if newsrooms are to succeed, and it's clear that broadcasters must evolve the way they work to address the commercial challenges and meet the needs of audiences. In short, they need workflows which empower them to make those changes successfully.





How Ross Video views workflow evolution

At Ross, we have identified three key phases of workflow evolution. These phases form a virtuous cycle, enabling continual improvement and progress in newsroom and graphic workflows, and allowing broadcast teams to deliver engaging shows consistently and confidently.



The workflow of the future

01

Confident Storytelling



Content is at the core of any broadcast. It is the role of journalists to make news meaningful for their audiences, delivering engaging stories that communicate important facts.

With the right resource supporting them, teams can create innovative, story-centric workflows with journalists in control.

02

Rapid Iteration



To meet the demand of today's news environment, broadcasters must be able to deploy their content across multiple shows and formats - from television cycles to social media updates.

An agile approach allows broadcasters to meet this demand – delivering quality programming at the speed now required.

03

Show Control



Once workflows that support the creation of engaging stories are in place, broadcasters can begin to deploy automated processes to help deliver consistently clean shows.

From integrated tools to metadata management - this final phase is about deploying efficiencies that further empower teams. And, once established, focus can once again move to levelling-up editorial abilities, further facilitated by an accelerated and reliable production process. The cycle continues – supporting newsrooms in their evolution.

In this guide, we'll explore the workflow characteristics which support each stage of the progression, helping broadcasters to ultimately deliver news programming which meets their technology and production goals.



Lucid Studio is a highly flexible control platform built around an intuitive graphical interface for Augmented Reality, Virtual Studio or XR Virtual LED Studio environments. Lucid provides seamless integration with tracking systems and real-time 3D rendering engines such as XPression and Voyager.

[Find out more](#) →

01 Confident Storytelling

The baseline requirement for any programming is engaging stories, creatively told. To do that, you need storytellers to be at the heart of the process.

Story-centric workflows place the power in the hands of the people responsible for the narratives. With a range of self-service tools, these workflows ensure that journalists are embedded deeply within the newsroom, able to control their stories, and tell them in the best ways possible.

Then, once creative efficiencies are established, control room teams can free up the resource to further innovate.

Developments in graphics represent exciting opportunities for broadcasters to deliver news in more engaging ways. However, despite commonly appearing across sports and music broadcasting, there has historically been some reluctance within news programming to adopt them; often due to a perception of them being

too complex a graphic element for control room staff to manage.

With the right solution, however, these immersive elements can be delivered using the same workflow and toolset as building lower thirds. This means that the control room staff can be equipped with a whole new set of ways to capture the audience's attention, without requiring them to undertake costly and time-heavy training.



XPression equips operators with real-time motion graphics capabilities. Built from the ground up to be a 3D system, XPression also fully supports 2D workflows, and seamlessly composites real-time 3D animation with media assets from today's hottest design applications.

[Find out more](#) →

02 Rapid Iteration

The control room has to move at pace to support editorial efforts, delivering information accurately and seamlessly.

No matter how engagingly told a story is, for it to reach audiences it has to be delivered to their platform of choice, at a competitive speed, and in response to the latest information. Speed of response is therefore essential; so the more agile a newsroom, the more effective the programming can be.

That's the case no matter where news is delivered. In fact, given that almost half of Americans now use social media as a news source (according to the Pew Research Centre), social integration is critical to programming success. It means that workflows need to include integration not only across news cycles, but also direct from traditional broadcasting routes to social media.

In order to create this kind of agility in the control room, workflows must be optimised to allow multiple users - with a range of technical know-how - to undertake repeatable tasks. This alleviates much of the pressure from technical teams, who otherwise shoulder the responsibility for meeting demand across multiple platforms.

Hosting the workflow in a web browser also has several benefits. It's not only more dynamic, but also more user-friendly. This presentation means workflows are easier to understand, so journalists can clearly make additions, and get oversight of changes. Similarly, content can be efficiently replicated across multiple shows; control room staff can drag-and-drop content from morning to evening broadcasts, for example, repurposing content and adapting more quickly.

This is the power of story-centric workflows. Their ability to make effective graphic content creation simpler not only enables more forms of content creation, but also furthers broadcasters' flexibility when then seeking to utilise that content.



OverDrive is the most advanced Automated Production Control (APC) system on the planet, offering unparalleled choice with integration to more than 220 different production devices. OverDrive enables all operators to run clean, consistent productions, every day, every time.

[Find out more](#) →

03 Show Control

Delivering high-quality and accurate programming is every newsroom's ultimate objective.

For this to happen, a lot must occur simultaneously behind-the-scenes; cycle times are short, and transitions must be seamless.

Efforts to accelerate the production process must avoid incurring additional complexities, or risk introducing more opportunities for mistakes, and jeopardising clean productions.

Automation plays a critical role in making clean, innovative shows possible. By integrating automated productions within news workflows, productions can be created more reliably, using the same equipment, from the same control room. Automation places the decision-making process prior to the show, where more time to make decisions is available, rather than forcing operators to make snap judgement decisions while in the heat of battle.

It's not just about ease-of-use, either. Integrated workflows make teams more resilient. An all-in-one solution would ensure there's no need for a wide library of complex plugins, reducing parallel paths, which in turn allows broadcasters to cut down on costly training and develop programming without the need for advanced technical expertise at every stage.

The most successful workflows provide support at every stage, allowing control rooms to produce clean programming accurately and consistently in such a way that staff of all levels can engage with.

Embracing the future of news

Broadcast news and graphics production is undergoing a phase of rapid evolution, driven by recent changes in working practices, improvements in technology and the challenge of continually evolving audience needs.

To capture the benefits of these changes, new or enhanced workflows are essential. A successful workflow should enable broadcasters to bring stories to the screen while saving time, money, and delivering greater flexibility and sustainability to their internal teams.

For a long time, the news broadcasting industry has had to prioritise survival – something that the pandemic exacerbated. But, in tune with the evolution of the wider broadcasting industry, it's time to turn the control room into a more dynamic, creative space – one that empowers broadcasters to make programming that captures and keeps audiences' attention, even in a fast-paced news landscape.

That's what the right workflow can do. It's not about making things more or less complicated – it's about embedding the right technologies that push storytelling to the forefront, allow an agile approach, and guarantee clean shows, every time.



How Ross Video views workflow evolution

Ross Video understands that the context of the changing broadcasting landscape means that news programmes are under increasing pressure to respond. Control rooms now don't just have to deliver news well – they also have to deliver it quickly, and do more with less.

Our solution makes this possible. Light, simple, and functional – it's built to respond to the varying needs of the modern control room.

Created for the demands of the world's busiest 24/7 newsrooms, our newsroom platform accelerates your creation process and makes your life simpler. Find out more about the Ross Video end-to-end solution:

[Find out more](#) →