



Adobe

OBS Kyung-in TV Television broadcasting

Adobe® Premiere® Pro



Reinventing TV

Seven million households in Korea today tune in to broadcasts from OBS Kyung-in TV. Located in Bucheon, Gyeonggi province in South Korea, OBS covers sports, entertainment, culture, news, and current affairs.

OBS was founded with an eye toward implementing the latest technologies and a state-of-the-art broadcast workflow that would position the company for the future. In 2007, OBS set out to create a custom, automated electronic news production system called OBS ENPS, used as command central in the

newsroom to coordinate scripts, rundowns, and playouts for each newscast. The company had a limited budget, yet wanted to build a system with maximum flexibility and reliability that would support HD quality and meet the need to deliver content to new media platforms. OBS created the custom system and integrated it with Adobe Premiere® Pro software.





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"Adobe Premiere Pro is powerful yet cost-effective, and it easily integrates with our custom news production system, archiving, and content management systems," says Y.D. Jo, technical director of OBS. "We now have a file-based workflow with 30 non-linear editing suites equipped with Adobe Premiere Pro. We are among one of the first networks in the world to install a 100% tapeless, HD digital workflow that encompasses ingest, non-linear editing, archiving, and playout."

Jo adds, "The tapeless environment with Adobe Premiere Pro enables us to deliver broadcasts of exceptional quality while saving 30% on personnel expenses. And, because the workflow is completely digital, OBS is well positioned to deliver content to new media platforms."

The OBS workflow enables one source, multi-use. After ingesting footage or other materials, the broadcaster does not have to copy content multiple times for other purposes—a process that over time results in loss of quality when using tape. Once assets are transferred to the video server, they are completely reusable. This lets OBS offer new types of services, such as a media browsing service that lets consumers order clips online.

OBS currently broadcasts terrestrial television as well as cable TV, and is in the process of expanding to satellite TV, IP TV, and web TV. The company has also expanded its geographical footprint by establishing an alliance with Echostar in Taiwan, opening an opportunity to broadcast television programs in Southeast Asia.

"We aim to be a benchmark model for many local broadcasters and post-production companies looking to set up a tapeless HD workflow," says Jo. "For OBS, a tapeless workflow based on Adobe Premiere Pro is not an option; it is a must-have."



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