Technical Document – Release Version 1.0

Product Sheet

MediaCG

Channel Branding and Character Generator Application Module

MediaCG

In the last years TV graphics have become more important for broadcasters because everyone wants to put on-air complex graphics to attract more viewers and to differentiate their brand.

MediaCG is the SI Media module that satisfies broadcaster's needs of creation and management of animations, crawls, logos, DVE (i.e., picture-in-picture) and other graphic objects.

This module is fully integrated in the SI Media turnkey solution and as such is compatible with all the other existing modules.

The graphic engine guarantees high-quality graphics and cutting-edge results.

MediaCG includes a preview that allows testing the graphic projects created.

All the graphics can be scheduled in advance from the Traffic Manager (using **MediaList** application module) or played directly On-Air: the same operator that plays a graphic project, also can edit it on the fly adding and/or modifying metadata.

MediaCG allows the creation of elaborated graphics with more than one ticker: so it can be used for showing news texts, stock exchange indexes, sports results, SMS, Facebook and Twitter contents combined with the TV Logo, the clock and other information.

The module also allows saving templates in order to create new projects starting from the most used ones.

MediaCG is a complete tool for TV branding for all the programs: live events, commercials, news programs, etc and allows the creation of 3D graphics projects.

Key Features:

- **Total On-Air CG Control**

- **Powerful graphic engine**

- **Unlimited layering**

- **Dynamic data sources with dynamic text data coming from text, rich text, csv text, RSS feeds or ODBC-compliant databases**

- **Picture-in-picture (DVE)**

- **Sub-projects management**

- **Timeline management**

- **Full HD and 3D support**

- **Audio management**

- **Scheduled or live graphics**

- **SMS management and Facebook/Twitter integration**

- **Perfectly integrated with MediaList and MediaPlay**

Total On-Air CG Control

Every graphic project can be edited during the on-air session: the user can change the text, the animations, the position of the objects and many other properties. The changes can be done directly on-air or in a preview monitor.

MediaCG Live module manages the live graphics and allows opening several graphic projects and playing them: just one click will CUE the project and the second click will put it ON-AIR. The same module allows doing last-second changes to all the graphic objects without open again the editor.
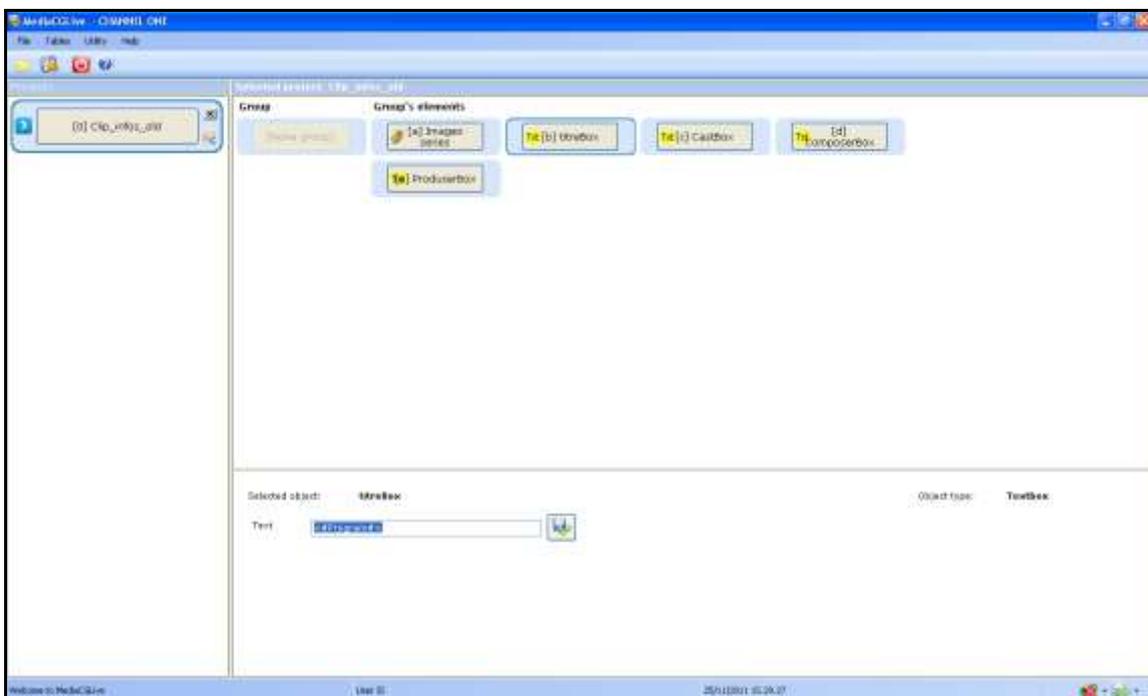
(MediaCG LIVE, User Interface)

Powerful graphic engine

The graphic engine of **MediaCG** guarantees cutting-edge results: graphic objects can have up to 16,7 millions of colours with 256 transparency layers. These colours can be assigned to texts, borders, shadows or background.

Unlimited layering

MediaCG can manage an unlimited number of objects combinations: all the graphic objects that are played are mixed in real time, animations included.

Dynamic data sources with dynamic text data

The contents of text objects can be set manually or be associated to an external and dynamic data source such as text files (txt), SMS, RSS feeds, XML or ODBC-compliant databases. So it's possible to add graphic tickers with news texts, stock exchange indexes, sports results, SMS, Facebook and Twitter contents that will be automatically updated.
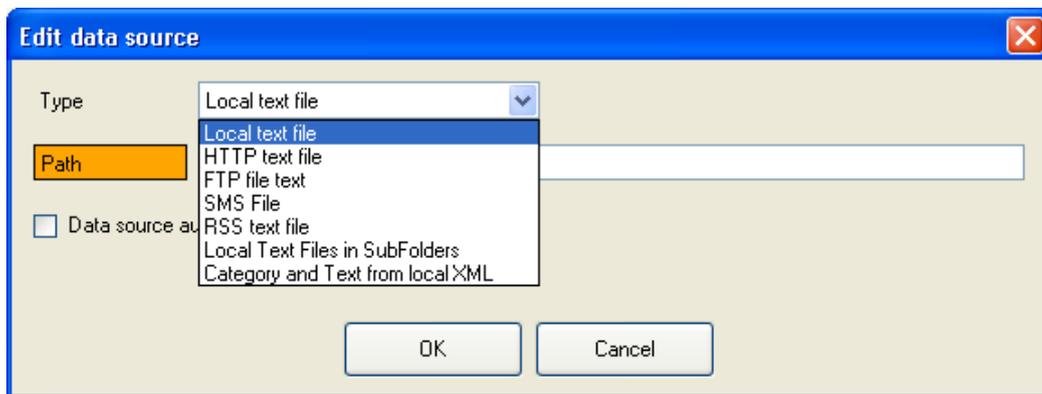
(MediaCG Editor, setting dynamic Source)

Picture-in-picture

MediaCG allows adding Picture-in-Picture (DVE), a second video superimposed to the main one. Like other objects, position, size and other properties of the DVE are customizable by the user.
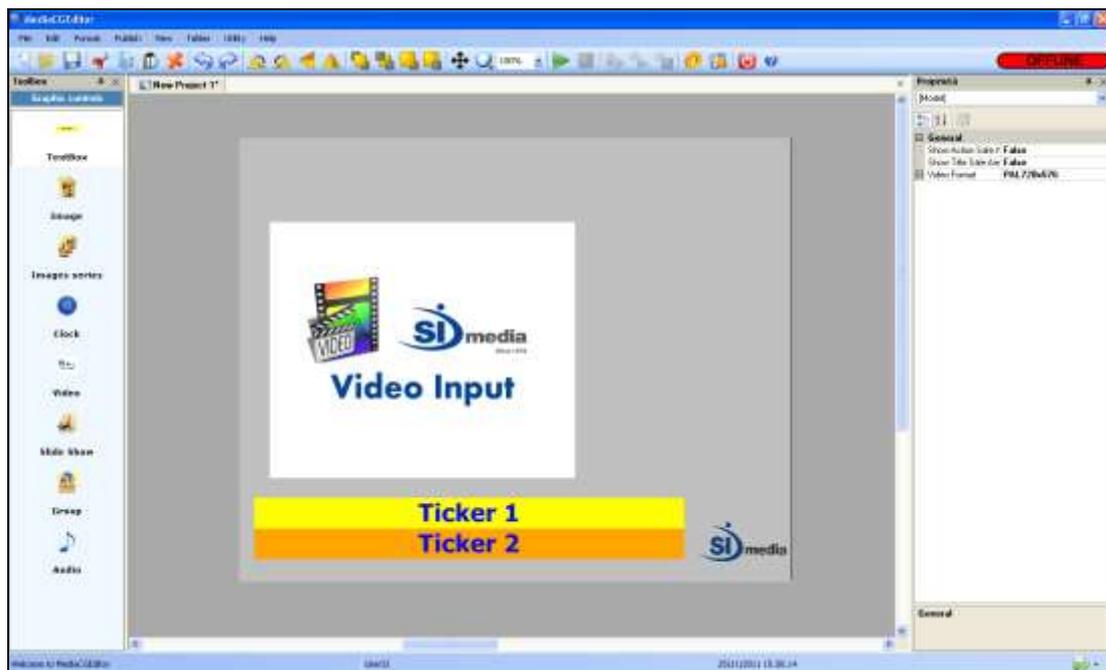
(MediaCG Editor, creation of a project containing a DVE and other graphic objects)

Sub-projects management

MediaCG provides the concept of *Group of objects* that allow the creation of sub-projects in order to easier manage together more graphic objects. In this way it's possible to configure simultaneously several parameters (start, stop, etc.) for more graphic objects and enable different sub-projects in different times.
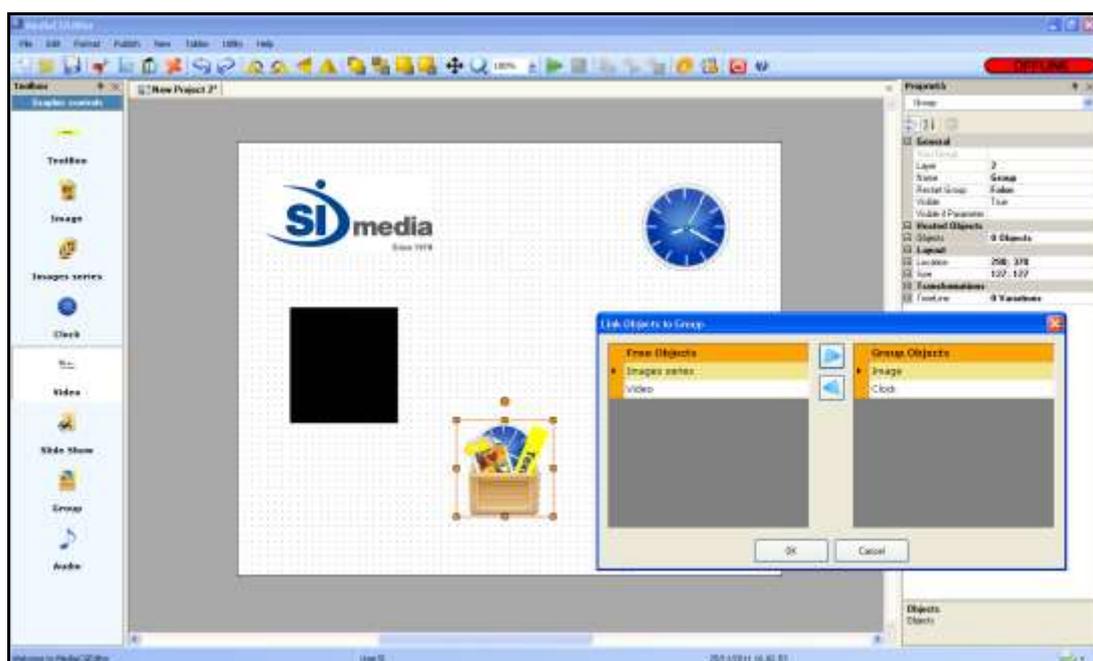
(MediaCG Editor, creation of a project containing a Group of objects)

Timeline management

All the projects in **MediaCG** are created over a defined timeline. Timeline allows scheduling the time of execution of each object, changing some properties of the object in a defined period of time and adding in or/and out effects (Fade, Scroll, Resize, etc.).
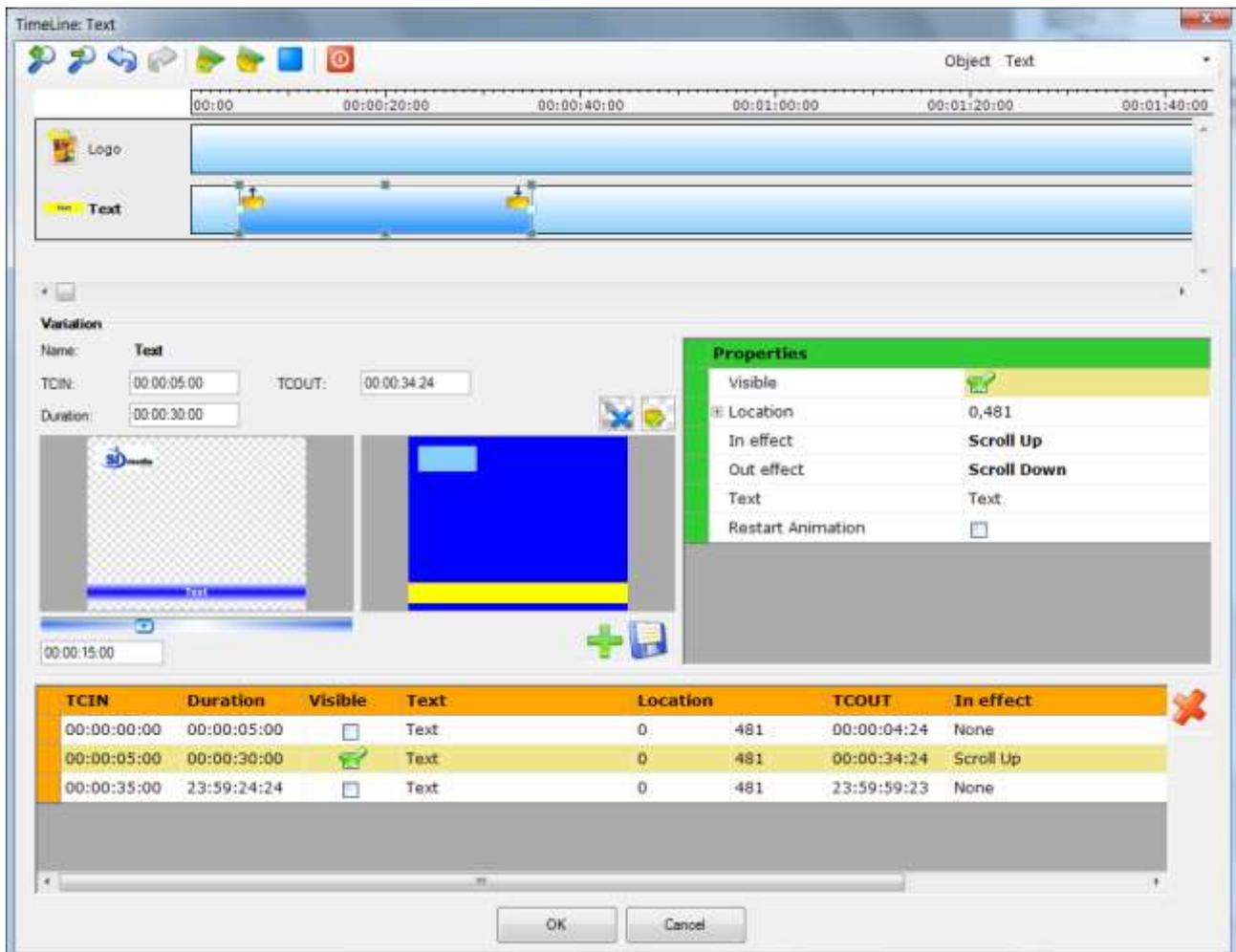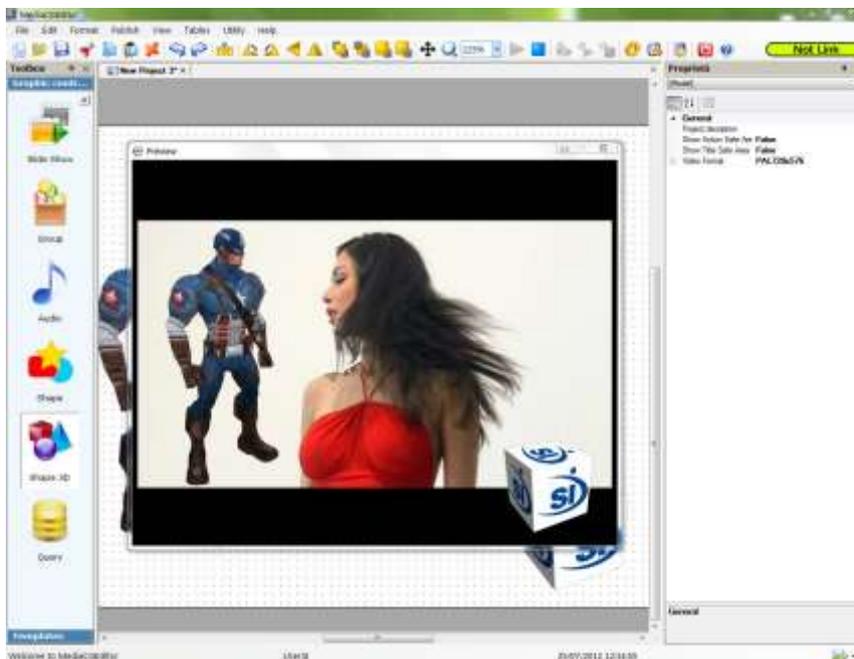

(MediaCG Editor, editing timeline of graphic objects)

Full HD and 3D support

**MediaCG** supports both SD and HD projects including 2D and 3D objects.
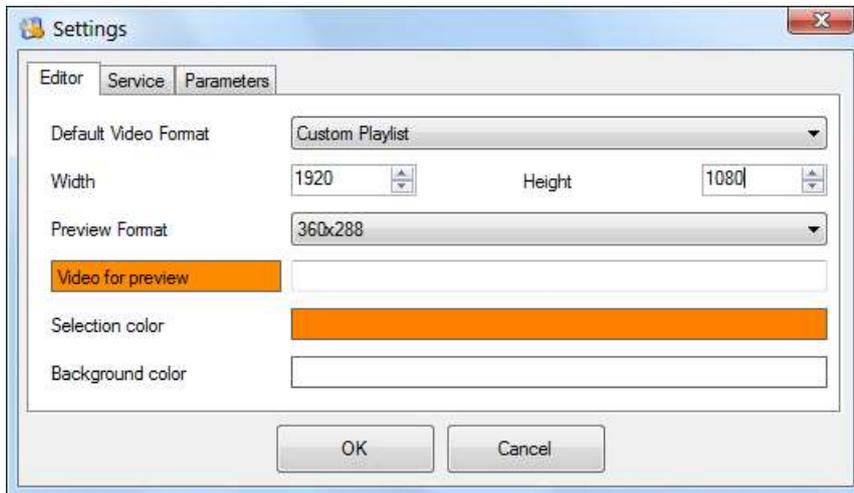
(MediaCG Editor, setting resolution for an HD project)

(MediaCG Editor, creation of a graphics project with both 2D and 3D objects)

Audio management

MediaCG manages also the audio files: it supports mp3 and wav formats and the audio can be added or replaced to the original one. Thanks to the timeline it's possible to schedule in advance when the audio must be added or replaced.
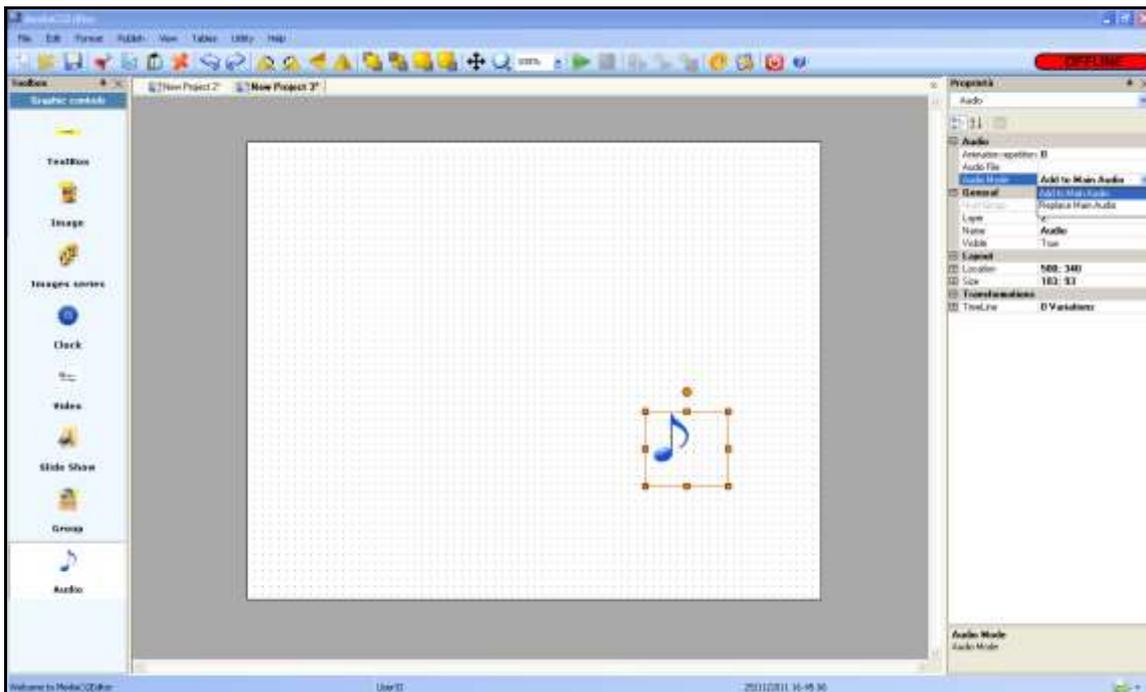
(MediaCG Editor, setting Audio object)

Scheduled or live graphics

MediaCG can generate scheduled or live graphics.

Graphics of the first type are scheduled directly in the traffic module (**MediaList**) or in News Room module (**MediaNews**); from these applications the operator can directly access the features of **MediaCG**.

Graphics of the second type are created using **MediaCG Live** that is the specific module for managing live graphics.

SMS management and Facebook/Twitter integration

MediaCG enables, using a specific SMS modem, the visualization of the SMS in the text boxes created with **MediaCG**.

MediaCG automatically downloads messages and allows filtering senders and/or messages containing foul words (defined by the user).

Also **MediaCG** allows to import contents from many other sources such as social networks like Facebook and Twitter, that can be 'moderated' and filtered in advance by the user and then easily visualized in the text boxes and from ODBC in order to import analysis or other contents from databases, tables, txt files etc..
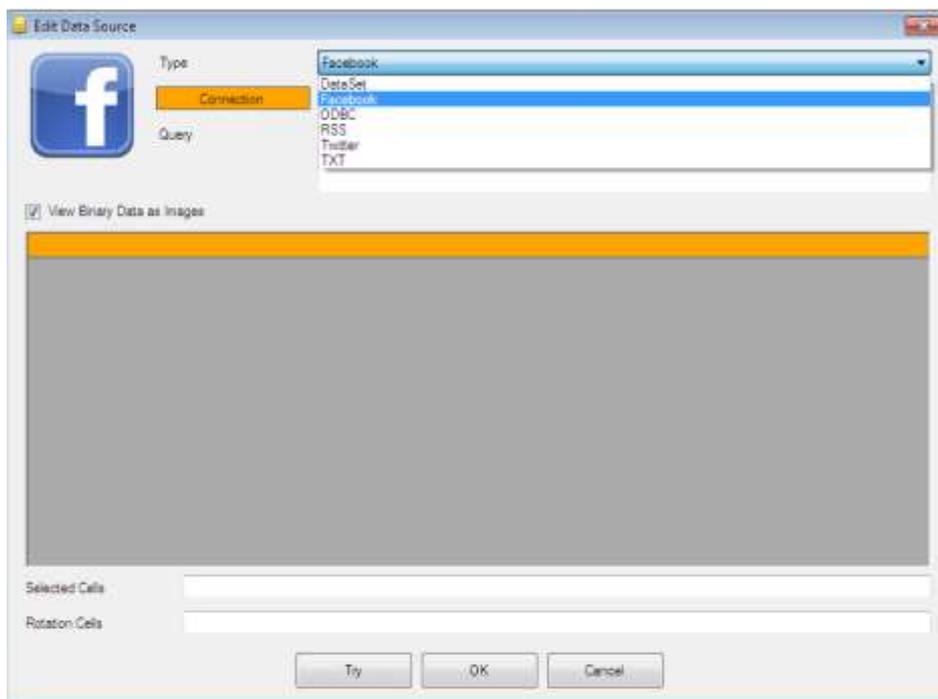
(MediaCG Editor, example of the import of contents from different external data sources)

Perfectly integrated with MediaList and MediaPlay

MediaCG is perfectly integrated with applications developed by SI Media: **MediaList** (traffic module), **MediaPlay** (automation module), **MediaNews** and **MediaNewsPlay** (newsroom modules). These modules integrate all the features of **MediaCG**.

MediaList and **MediaNews** allow the scheduling of different types of graphics: Logos (simple image in 2D or 3D as the station logo) or Graphic Projects (graphics with animations, crawl, series of images, clock, etc.).

In **MediaPlay** and **MediaNewsPlay** it's possible to use **MediaCG** both for scheduled graphics and for manual ones and to switch between these two modes.