The Internet of News

How technology is re-shaping the real world of news production
In the internet-first world of news, there’s no longer a question of whether to use internet technology. News organisations are already doing that. Today, the question is how to use it better to gain maximum advantage.

Internet technology is pushing out legacy, proprietary and unconnected systems. And news organisations are increasingly adopting it, because its common standards make enhancing, upgrading and accelerating their operations easier.

So how can news organisations sustain their professional skills, narrative tools, depth of investigation and rigorous, deadline-driven processes, while fully connecting with the “internet of news” that the rest of the world operates in?

“Broadcasting, of course, has added more than its fair share of industrial innovations. But today, all too often, broadcasters are in danger of being left behind.”
How can news organisations sustain their professional skills, narrative tools, depth of investigation and rigorous, deadline-driven processes, while fully connecting with the “internet of news” that the rest of the world operates in?
The IT revolution isn’t new. It’s how enterprises and people share information the world over.

Powerful enabling technologies such as cloud, high availability and subscription-based architectures are taking on workloads that used to require dozens of customer-owned server-room racks and desktop workstations.

Learning lessons from the wider world of IT

New approaches, new benefits

By eliminating the need for a large equipment inventory, businesses adopting these new capabilities gain tangible advantages:

- Off-premises equipment and data housing - saving them money and space, making operations more flexible
- Standard IT components – avoiding the reliance on expensive proprietary solutions, making systems easier to manage
- Opex instead of capex costs – enabling investments to be spread out, better planned and avoiding large up-front expense
- Increased scalability – allowing organisations to scale up or down automatically, delivering far greater flexibility to deal with peak demands
- Ongoing background system updates – providing always-on access to the latest technology, instead of disruptive, one-by-one upgrades that might not make it to every desktop
Media Backbone Hive has been developed to make your current NRCS-led newsroom more flexible and responsive without the cost and disruption of deploying extensive replacement equipment.

Hive is a network production system architected to embrace the latest in internet technology. As such, it enables your newsroom to respond rapidly to change while delivering levels of performance and reliability that are simply non-negotiable.

**Flexibility built in**

Hive has been custom designed for the real world of modern news production – from slow days and steady streams to sudden influxes, new segments and unforeseen events.

With Hive as your news production backbone, you can spin up the resources you need at a moment’s notice, giving your journalists access to everything they need fast. What’s more, you can then simply spin them back down again when the need passes.

In other words, you can be ready for everything.

Media Backbone Hive is the streamlined acquisition-to-archive production system designed for news and built for an internet-first world:

- Hive draws on state-of-the-art internet technology. It combines enterprise-class scalability, performance and reliability with intuitive usability that puts your existing newsroom computer system (NRCS) at the heart of your news operation.
- It dynamically scales to deal with peaks in the news cycle. Whether on-premise or off-premise, the distributed architecture protects your operation in the event of anything going wrong.
- All this means that Hive is inherently modular. You can scale up and down easily, simply switching on more resources when you need them (and switching them off again when they’re no longer required).
- And you can do this on-premise, in a datacentre or across a hybrid of the two.

So what about news?
Moving news production forward

Some technology pundits would have you believe the internet is the end of newsrooms. But for newsrooms that adopt internet technology, this couldn’t be further from the truth.

Using Hive, news organisations can find new life fully leveraging the “internet of news” within their traditional operations.

Fundamentally, this means:

- Getting all the tools journalists and management need
- Eradicating limits to capacity
- High performing processes for any kind of media and data
- Easily flexing up and down to handle both bursts of coverage and growth within the organisation

Complexity without compromise

With internet-based technology, greater agility and a far broader reach, you won’t be held back by conventional solutions. Instead, you can move your news production forward with confidence.
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About Sony Professional

Solutions for the real world of modern broadcasting

Hype is everywhere. Technology companies the world over endlessly talk up the next big thing – the solution that will solve all your problems. But all too often, these visions of the future are surrounded by ifs. If you standardise all your kit on their platform. If you rip and replace everything you have. If you retrain all your people.

Let’s face it, this isn’t going to happen – not in the real world the rest of us live in. In the real world, you need systems from multiple manufacturers to work seamlessly together. You need to extract every last penny out of the kit you already have and enable your people to do their best work, every time. And, today, you simply don’t have the luxury of downtime.

That’s why every single Sony Professional solution is built from the ground up to meet the challenges of the real world you and your people work in every single day.

www.pro.sony.eu/hive