

Case Study

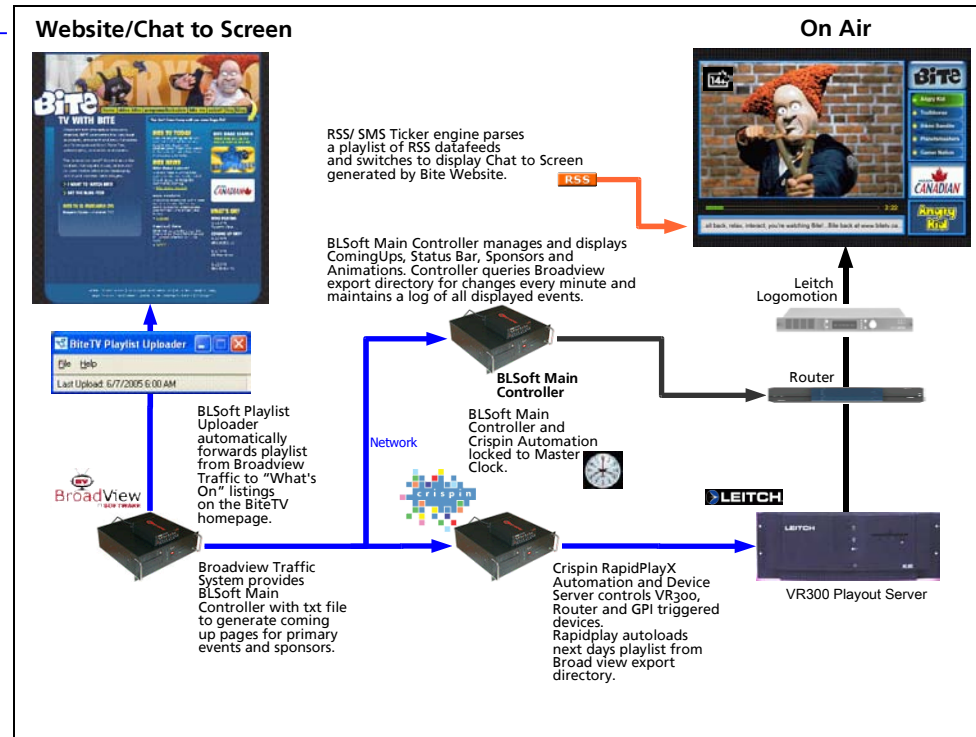
Specialty Channel, Bite TV Automated Display and Branding Solution with RSS/SMS



Customer: Bite TV
Application: Specialty Channel
Solution: Single Channel Automated Branding and Display Solution with RSS/SMS and Chat to Screen
Platform: BLSoft Controller/Inscriber RTX

Bite TV required an integrated single-channel master control branding solution to manage and generate Coming Ups, Status Bar, Sponsors and Animations for their new short form specialty channel. The BLSoft main controller queries the Broadview Traffic system, while the ticker engine parses and displays a playlist of RSS/SMS datafeeds.

- BLSoft Main Controller and [Crispin RapidplayX](#) automation system are synchronized to Timecode.
- Main Controller is mapped to the [Broadview traffic system](#) export directory and automatically queries Broadview traffic every minute for playlist updates.
- Playlist Uploader automatically forwards playlist from Broadview Traffic to "What's On" listings on the Bite TV homepage.
- Controller generates coming up information, status bar, sponsors and animations. Main interface displays status for Timecode, Coming Ups and Sponsors.
- Dynamic on screen status bar displays duration of each clip.
- Ticker engine has built in interactive capability for SMS connectivity and display.
- RSS/SMS Ticker engine reads from a playlist of URL's, parses the RSS, checks RSS version, then outputs directly to air.
- Ticker Engine displays chat to screen messages generated by Bite Website form.
- Main Controller and RSS/SMS engine logs all displayed clips and sponsor events for reconciliation and auditing.



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