

# Case Study

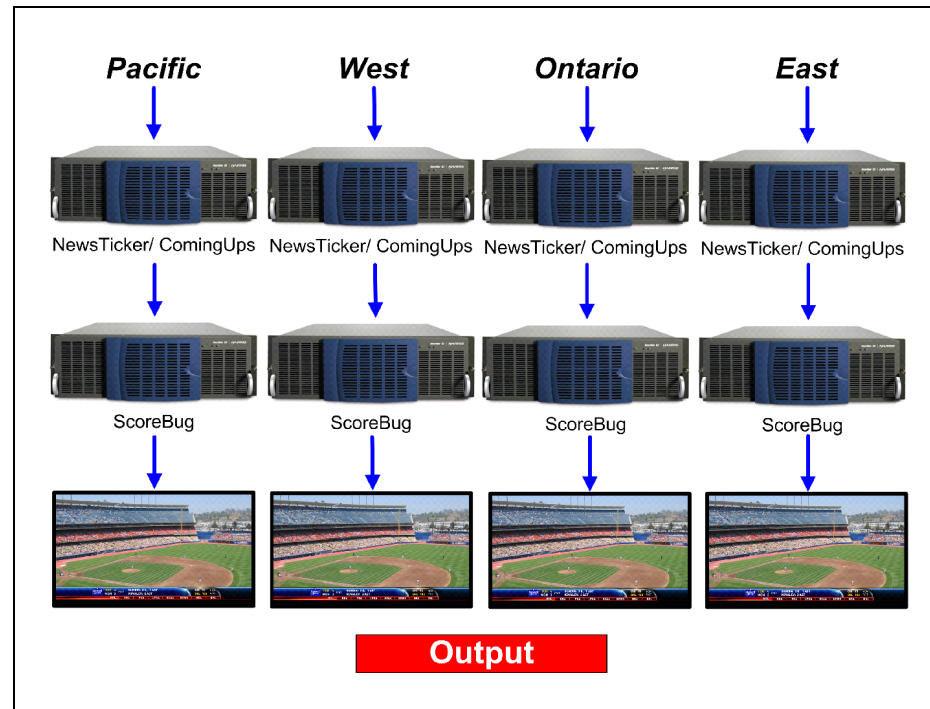
## Rogers Sportsnet – Master Control Branding



**Customer:** Rogers Sportsnet  
**Application:** BLNewsTicker and BLScoreBug  
**Platform:** Inscrubber/Harris G3 HD platform with RTX

Rogers Sportsnet new HD Broadcast facility required an HDTV display solution in their new master control to output Newsticker, Coming ups, Promos, Scorebugs and more for their 4 HD channels.

- 2 HD G3 RTX systems were provided for each of the four regions with custom applications organized as either fully automated or operator controlled.
- A database server/media server is shared among the 8 systems for ticker data, data feeds, scheduling data, sponsor graphics and other media.
- Scorebugs are provided for all major sports including hockey, baseball, football and soccer.
- A ticker for each region is provided with the capability to show regional specific sports data.
- Ticker has functions for 3 different formats and supports pause/resume for commercials and restart for beginning of programs.
- Automated 'Next' boards, Primetime promos and Blips are provided for each region.
- Countdown clocks, pop-ups promos, warnings and scheduled lower thirds are provided on each region with full operational control.
- The systems have additional capacity for more functions.



<http://www.blsoft.ca/casestudies.html>

For more information, please contact us at [sales@blsoft.ca](mailto:sales@blsoft.ca).