

Case Study

CBC Sports – NHL Ticker with Promo Insertion – 2008 NHL Playoffs



Customer: CBC Sports
Application: NHL Ticker with Promo Insertion
Platform: Inscriber/Harris G3 HD/SD platform with RTX

CBC Sports required a display solution in master control to insert Out of Town Scores and Promos for the 2008 NHL Playoffs.

- NHL Ticker application connects to NHL datafeed and displays available games.
- The main grid provides a display of games in progress.
- The application supports output to 3 different timezones .
- Application cycles through selected games, then displays available promos.
- Promos dialog allows entry of two text lines for Advertising, Coming Ups and Programming announcements.
- NHL Ticker provides Hockey fans the latest Out of Town scores, enhancing their viewing experience.

Home	Away	Score	Period	Start	Stop
BOS	MTL	4	3rd	7:00 PM ET	
NSH	DET	2	3rd	7:00 PM ET	
CGY	SJ	0		10:00 PM ET	
DAL	ANA	0		10:00 PM ET	

Application connects to NHL datafeed and provides Game Data to Ticker Application.

Grid allows entry of Promos.

NHL Ticker and Promo Application

G3 system

Output

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

For more information, please contact us at sales@blsoft.ca.