



## **PROPUESTA SISTEMA MAM – CANAL CAPITAL**



## **Fast Turnaround Production**

### **Recommendation for Canal Capital**



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**[www.s-a-m.com](http://www.s-a-m.com)**



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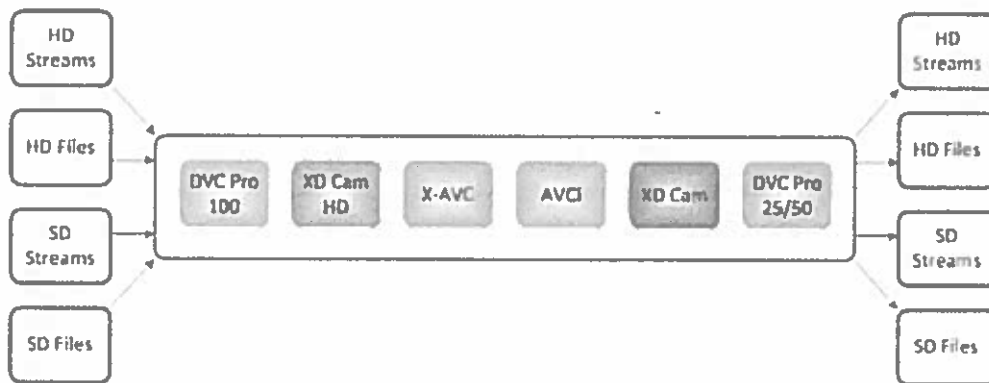
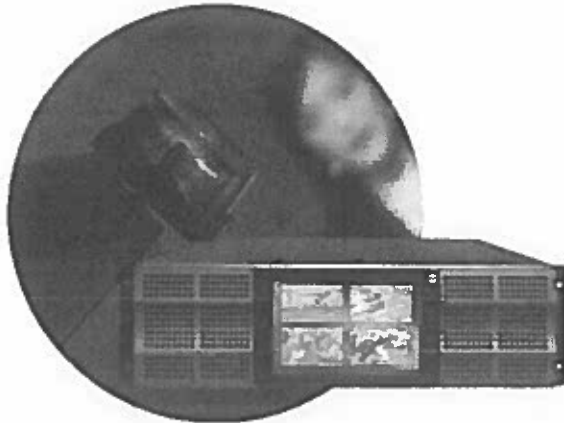
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### Introduction

The media landscape has never been so competitive and full of opportunities for true media innovators. Today there are more ways to reach more people on more devices, in many more places. SAM is the perfect partner to help you to fully realize these opportunities with file-based workflows in SD, HD, 3D or 4K. We have enormous experience in helping forward looking media organizations around the world deliver great news, sports, home shopping – in fact any fast turnaround programming. Enterprise sQ will produce content across an array of delivery platforms quickly and efficiently.



#### Right for the job

Whatever the size of the operation or the scope of the project, SAM can provide a perfect fit, and the system is easily upgradeable when business demands. Every system is built on a fusion of the latest IT technology with the real time media muscle upon which SAM has made its name.

### Proven success

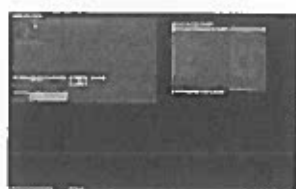
SAM's integrated production systems are in daily use across the globe with leading media organizations for regional, national and international production. The BBC, ESPN, Fox, TV2 (Norway), News Express (India), TRK (Ukraine), QVC, Botswana TV, NDR, ERTU (Egypt), NRK, BSkyB, Australian News Channel, WDR and Channel 7 are just a few of the organizations who have built their businesses on SAM Enterprise sQ.



## Enterprise sQ

### Supremely usable

SAM solutions are enterprise-wide and inclusive – giving interactive working to everyone who needs it. The user interface is universally proven to be genuinely easy to learn and use, as well as being scalable to meet different users' individual requirements. It is readily accepted and quickly put into productive use across the whole organization.



sQ Record



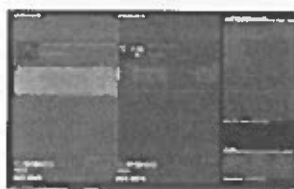
sQ View



sQ Cut



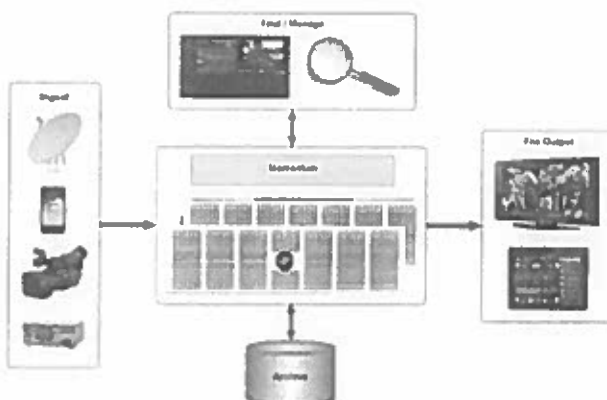
Go!



sQ Play

### Totally integrated

SAM's Service Oriented Architecture (SOA) integrates fully with all major file-based acquisition systems, NRCS, automation, asset management and archive systems. The SAM Media Asset Management system gives enhanced access to – and control of – media assets. It also provides dedicated, high-speed facilities for re-purposing material for the web, mobiles and tablets. Momentum is a media and asset management system specifically designed for SAM's server-based production system.



Momentum contains extended tools for ingest, file location and management, archiving and output of content to file-based destinations. Momentum compliments the video ingest features provided by sQ Record SDI recordings by adding advanced scheduling tools.

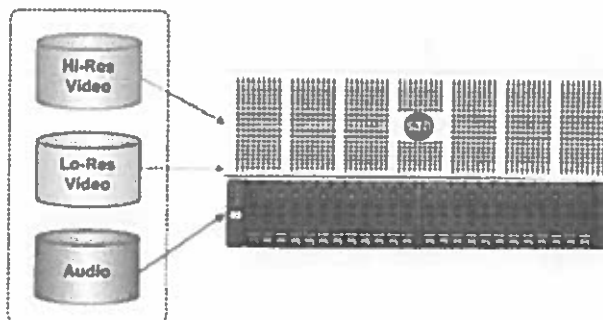
#### Global workflows

Whatever the requirement – getting news to viewers faster, empowering producers, fully leveraging all the new distribution channels, enabling worldwide workflows, increasing efficiency, saving money... SAM has the technology and experience to engineer integrated production systems that meet the needs of genuinely global production and add real value where it counts – to your bottom line.

#### Fastest to air

Because SAM has 40 years of experience working with media organizations in mission-critical on-air environments, we know that broadcasters and their audiences can't and won't wait. Enterprise sQ is built upon the foundations of ultra-reliable, realtime broadcast hardware that simply delivers media in any required format, no matter what other demands are made on the system. That's why SAM systems produce sparkling results with a flight time from ingest to air that is faster than anything else. Craft editors can start editing within one second of media starting to arrive in the system. Every desktop editor – and that could be hundreds – have access within six seconds: unbeatable speed to air.

SAM sQ servers are managed together by our Integrated Server Architecture (ISA) Manager. Each sQ server stores a high resolution and low resolution version of every clip. Different editing applications access high or low resolution clips as required – controlled by ISA.



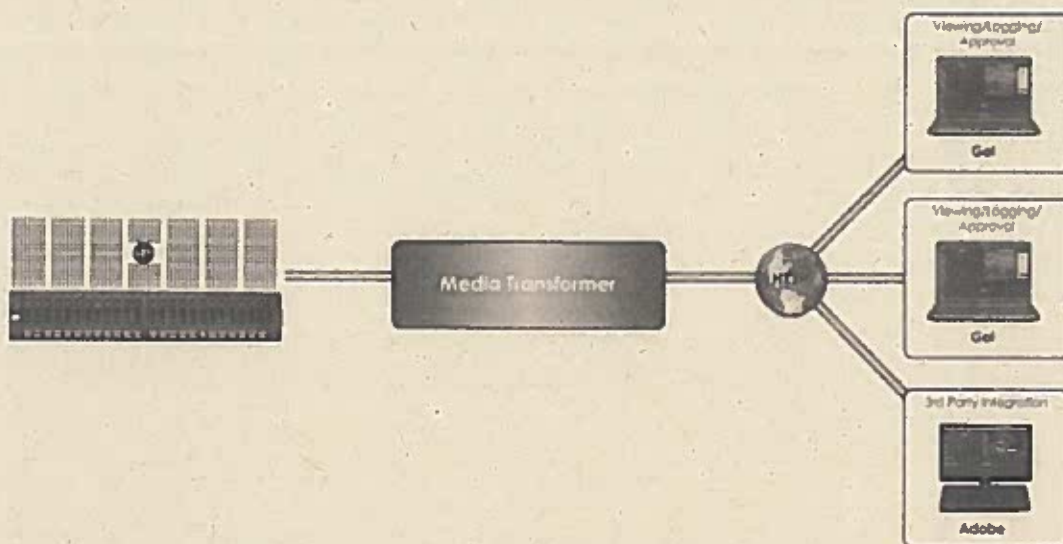
ISA also stores the project (EDL) data for every clip in the system. All SAM editors use the same project format which means projects can be moved between any SAM editors without the need to re-conform or convert media.

#### Go Production Suite

Go! is a synergy of technologies developed by SAM with commercial, off the shelf (COTS) products, provided by the global IT market. The Go! Production Suite includes a browser, a frame accurate editing client and an open API to enable users to develop their own applications. Go! works over private networks or the public internet.

### Remote Editing

Go! Production Suite does for collaborative production what the smart phone has done for human communications. Location is irrelevant and we can do everything from wherever we are. Go! provides worldwide access to media, including growing files. Go! can provide frame-accurate editing to anyone who needs it, wherever they are and whatever size the organisation.



### SAM Support

SAM has established a fine reputation for manufacturing excellence and commitment to quality through our QCare and SoftCare support programs. In recognising the crucial role that each system plays in your operation, we take every measure to guarantee product reliability. Our support programs can be tailored to suit individual customer needs and budgets and provide peace of mind for up to 5 years or more.

SAM global customer support network provides fast, efficient, round-the-clock back-up. A remote diagnostic facility, designed into all SAM systems, means that faults can often be identified and remedied via direct connection to the customer's machine.





### **SAM Project Services**

SAM manages the whole bid process from initial proposal through to final sign-off using its Broadcast Systems Group. A team of system architects, bid managers, trainers and commissioning engineers are managed by a single SAM project manager who acts as the point of contact for the project.

Training is provided via SAM project services group. Typically we adopt a "Train the Trainer" scheme for users whereby SAM trainers train a few key journalists, editors and studio/MCR operators who then train internal staff. Engineering training is normally conducted at SAM headquarters in the UK.

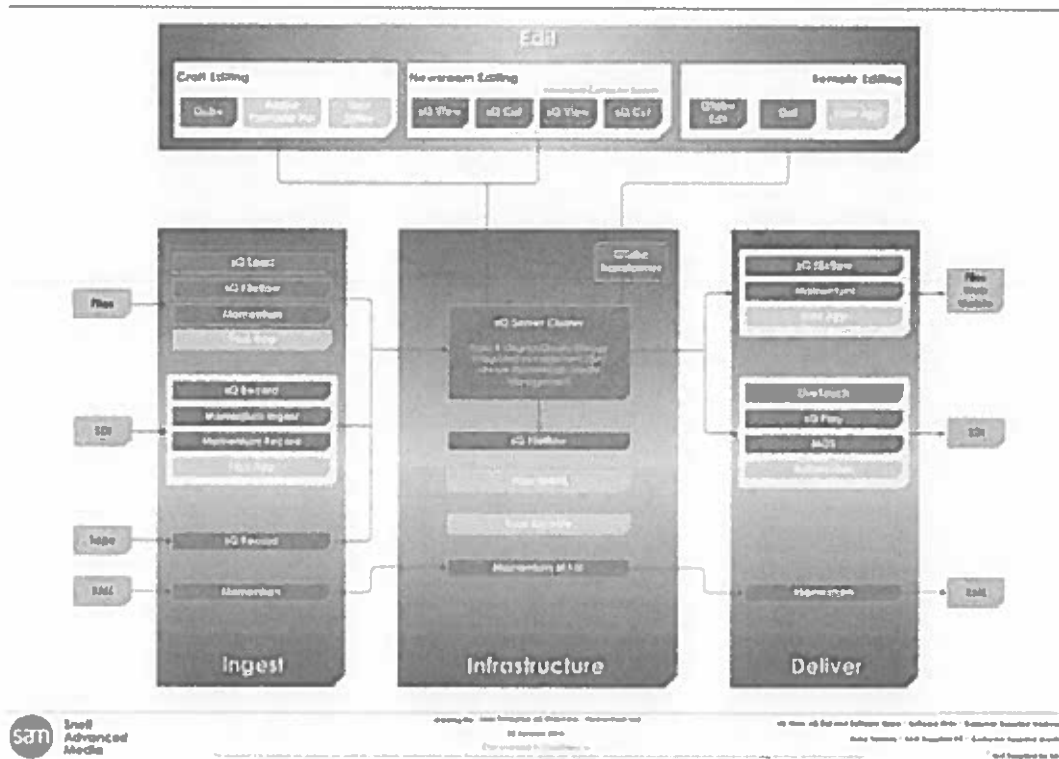
### **Summary**

Enterprise sQ from SAM is an outstanding success, with numerous large installations running daily at regional, national and international broadcasters around the world.

The unique capabilities that have made Enterprise sQ such a success are: totally scalable server technology; integrated broadcast and browse storage under a single database; a scalable range of timeline editing applications with a progressive interface all the way from the production media viewers to craft editing.

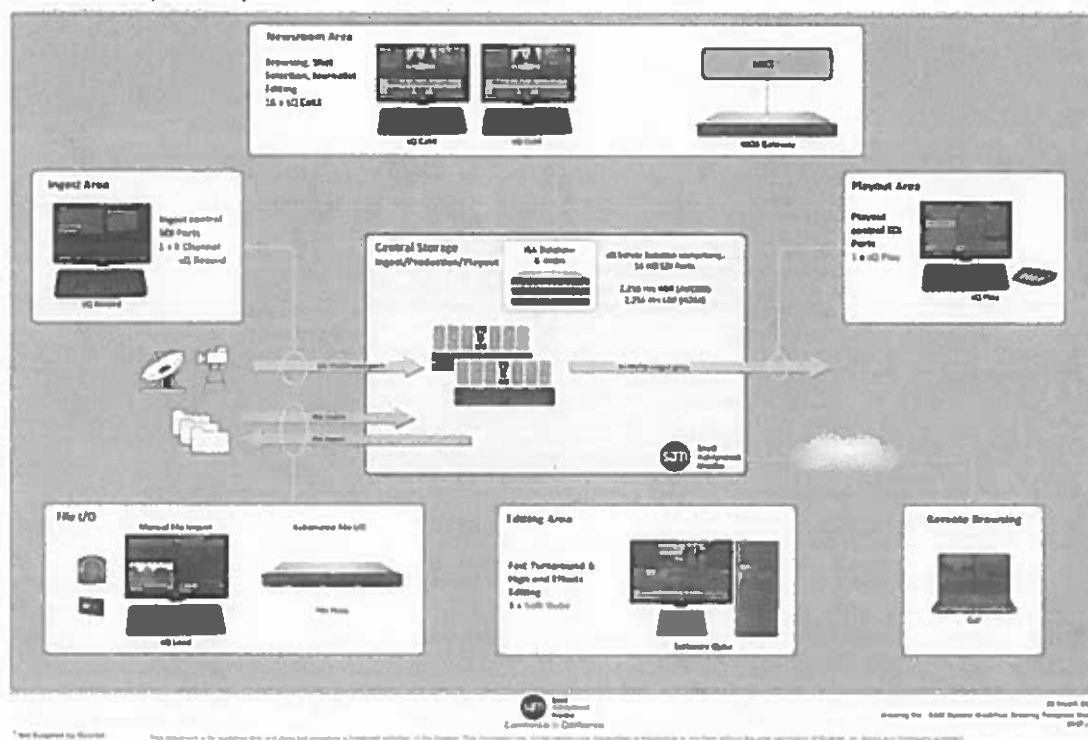
SAM has more than ten years' experience in the supply of server based news and sports production systems which also brings stability, knowledge and a key understanding of the challenges facing broadcasters today. We look forward to sharing this knowledge and experience with you.

## Enterprise sQ System Overview



## Sample Diagram Enterprise sQ System with Momentum

### Medium Enterprise sQ System





The implementation of the MAM System contains the following components to facilitate integration with the existing infrastructure:

#### INGEST

##### **Momentum Ingest Comprising:-**

**MINGESTMAN**      **Momentum Ingest Manager** - Core software to allow timeline automated and manual ingest functions. Requires suitable hardware

**MWM-AUL-001**      Single additional User Licence.

**MPA-DRIV-SAM**      SAM Device Drivers: One required per controlled device or sub device manufactured by SAM.

##### **Momentum Ingest Hardware - Servers and IQ**

**MPA-08SV-STD-08**      **MORPHEUS EventStore Server** for systems running up to 8 channels 1U, 64 bit, Dual PSU. Used for EventStores on systems up to 8 channels or a separate Media Management DB. Also for combined Media DB and EventStore for systems up to 8 channels. Includes SAM software Configuration and Windows Server 2008 STD R2 64bit

**MORPHEUS EventStore Server** for systems running up to 20 channels

**MPA-20SV-STD-08**      **1U, 64 bit, Dual PSU.**

Used for EventStores on systems running up to 20 channels. Includes Snell software Configuration and Windows Server 2008 STD R2 64bit..

**CATALOG**

**Momentum MAM for the archive and restoration on media to and from a Oracle/Front Porch Digital DIVArchive from the sQ server:**

**Momentum WorkFlow Manager SAM Edit Software -**

Redundant system: Momentum Workflow Automation software module providing Workflow Editor and including edge delivery points for SAM edit systems, Momentum Media Asset Management software module and 5 concurrent user licences.

MWM-EDT-001

Does not include Microsoft Windows 2008 server R2 64bit and appropriate IT hardware.

*Note: this is a restricted entry level system, for managing a SAM edit environment.*

**Momentum Archive Controller -** Provides an interface to

MAN-ARC-001

**Front Porch Digital DivaArchive.** 1 licence required per archive system.

MWM-AUL-001

Single additional User Licence.

**Momentum Core Hardware Package - Non-Redundant:**

MWA-SIN-COR-HDW

For systems with no core redundancy. Up to 40 users.  
 Includes:- 2x MWA-20SV-STD-08 - 1 for Oracle database, 1 for Web and Applications server, both with Standard OS.

**PLATFORM**

900-001

**sQ 1800 - Server Platform configured with:**

- 1 x sQ 1800 Server Main Frame
- 1 x 2 port AVCI & DVCPro HD/H.264 & MPeg1 bi-directional card with Browse Engine card
- 1 x 2 port AVCI & DVCPro HD/H.264 bi-directional card
- 1 x 4 port AVCI & DVCPro HD/H.264 input only
- 1 x Quad 1Gb Network card (SAM Cllpnet)

900-114

**SAS Array - (1.8Tb disks / 43.2 Tbytes)**

Provides total storage of 1200 hours at AVCI 50

900-501

**Enterprise software for sQ Platforms**

sQ 1800 V5 Software

**ISA System Components**

First Site ISA Manager (Redundant Dual Server)

634-245

database & management application

(Includes first Server ISA licence,

1x sQ Play SW & 1x sQ Rec SW)

637-412

IMon - Remote Monitoring - Essential

634-147

Additional Server ISA Licence (one per server)

642-100

Search Service - one per Zone (sw only)

- option for Search Service - 642-002 Fileflow Licence

- option for Search Service - 642-004 HTTP Transformer Licence

**Fileflow (Automated File I/O Options)**

- 2122-10-111      Fileflow Manager - software only
- 2122-10-112      Fileflow Engine dual stream (edge browse) - sw only

**SAM Server Control - PCs not supplied**

- 493-021          sQ Play application
- 634-265          sQ Play MOS gateway software inc PC
- 495-011          sQ Load with edge browse

**Desktop Edit workstations V5 (single user dongle license)**

- 489-021          sQ Cut software only for single user
- 491-021          sQ Edit software only for single user

**PRICE**

CONCEPT	PRICE	IVA	TOTAL USD
Total Investment for SAM Hardware, Software & QCare	502.983	95.566	598.549
Total Investment for SAM Project Services	54.070	10.273	64.343
(Project Services for Project Management, Commissioning and initial on-air support)			
<b>TOTAL INVESTMENT (including QCare) for Canal Capital</b>	<b>557.054</b>	<b>10.584</b>	<b>567.638</b>

## **PROPUESTA SISTEMA DE NOTICIAS OCTOPUS - CANAL CAPITAL**





## INDICE

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2. PRECIOS Y CONDICIONES
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## 1. REQUERIMIENTOS CLAVES

- 39 usuarios trabajando simultáneamente con Octopus
- Funcionalidad básica de la sala de redacción: programación de historias, scripting, rundowns
- Integración MOS con los siguientes dispositivos:

Teleprompter	Autoscript	MOS
CG/Graphics	Vizrt Trio	MOS
Playout/Automation	Venice Ref MPH4	MOS

## 2. PRECIOS Y CONDICIONES

- Todos los precios implican una tarifa única por comprar una licencia irrevocable para usar el sistema indefinidamente.
- Esto no aplica para la tarifa del equipo de soporte de OCTOPUS (AMC), que se paga anualmente.
- El sistema es propiedad de OCTOPUS Newsroom hasta que esté totalmente pagado.

### EL PRECIO NO INCLUYE:

- otras licencias de software de la base de datos OCTOPUS y PostgreSQL. Esto incluye el sistema operativo del servidor y las estaciones de trabajo.
- Los honorarios bancarios que pueden ocurrir con la transferencia de dinero, deben ser pagados por el comprador.

Otras condiciones:

- El número total de días-hombre en sitio incluye los días que pasan viajando hacia / desde el sitio.
- La aceptación final del sistema Octopus Newsroom no debe demorarse debido a problemas con la funcionalidad de sistemas de terceros que no son proporcionados directamente por Octopus Newsroom (sistema de automatización, Playout, sistema de gráficos, Teleprompter, etc.)
- Las solicitudes de características personalizadas y los requisitos que no fueron discutidos antes y acordados antes del inicio del proyecto serán manejados bajo contratos separados y no deben retrasar la aceptación final del sistema Octopus Newsroom.

### **3. COMPONENTES DEL SISTEMA OCTOPUS**

- Core (8 NRCS Octopus, incluyendo una base de datos SQL)
- Motor de búsqueda de texto completo (incluida la indexación de Lucene)
- Sistema de mensajería de usuario a usuario integrado
- Archivos Script (incluyendo archivo de historias automático, archivo de rundown, etc.)
- 1 sistema central
- Mesa de asignación
- Libreta de direcciones y gestión de invitados
- 39 licencias de usuario simultáneas
- 20 licencias de móvil Octopus
- Agencia de noticias, Correo electrónico, módulos RSS, SMS (incluyendo la recepción de un número ilimitado de agencias, un número ilimitado de canales RSS y correos electrónicos)
- 1 servidor hot stand-by
- Importación de datos desde sala de redacción existente

→ **Integración con medios sociales incluyendo:**

- Recibir información desde YouTube
- Publicar en YouTube (publicación también programada)
- Seguimiento a usuarios de Twitter
- Seguimiento de etiquetas hash de Twitter o las palabras clave
- Seguimiento de temas de tendencias en Twitter
- Búsqueda de palabras clave en Twitter
- Publicaciones en Twitter, incluyendo imágenes (también publicación programada)
- Publicaciones en Facebook - incluyendo imágenes, video, etc. (publicación también programada)

→ **Herramienta de informes de gestión - permite el seguimiento de:**

- Número de historias creadas por ciertos usuarios, número de historias creadas para ciertos programas, cantidad de tiempo dedicado al aire para diversos temas, etc.
- Gateway MOS para la integración con un número ilimitado de dispositivos MOS.

→ **Servicios profesionales OCTOPUS:**

- 3 días-hombre de instalación del sistema
- 4 días-hombre de integración con sistemas de terceros
- 8 días hábiles de formación de usuario y administrador (para un total de 20 usuarios + 3 administradores)
- 5 días hombre en sitio
- 2 días de viaje
- Soporte 24/7 durante 12 meses (incluyendo hotline y soporte en línea, actualizaciones y actualizaciones a los últimos lanzamientos)
- Gastos de viaje completos de 1 ingeniero Octopus (2 viajes de regreso a Bogotá Colombia, con alojamiento para 20 noches)
- Soporte estándar - sobre los primeros 12 meses

#### 4. TÉRMINOS DE PAGO

- 50% neto antes de iniciar la instalación
- 50% neto dentro de los 30 días después de la instalación completada

#### 5. PRECIO FINAL

Precio de sistema al usuario final (USD)	135.004,00
HW Server Primario	2.500,00
HW Server Stanby	2.500,00
HW Server Agent Machine	1.900,00
HW CG Controller	900
<b>PRECIO SUBTOTAL (USD)</b>	<b>142.804,00</b>
IVA 19%	27132,76
<b>PRECIO TOTAL (USD)</b>	<b>169.936,76</b>

#### 6. MODULOS OPCIONALES (No incluidos en precio final)

Módulo	Precio final usuario (USD)
Licencias usuarios extras	1.000,00
12 meses de soporte estándar adicional	17.650,00
12 meses de soporte Premium adicional	23.530,00

#### 7. INSTALACIÓN

La instalación se iniciará cuando la infraestructura indispensable esté presente en el sitio. Las partes principales:

- Servidor necesario HW
- LAN (red informática)

La instalación e integración con los dispositivos MOS especificados anteriormente está incluida en el precio. Esto también incluye la configuración y pruebas del flujo de trabajo. En caso de que la instalación y la integración se prolongue durante el periodo indicado, por razones que Octopus Newsroom no puede influir directamente (es decir, retrasos en el lado del cliente, problemas con



dispositivos de terceros, etc.), se cobrará 850, - USD por ingeniero y se cargará adicionalmente para cada día de trabajo en el sitio.

## **8. FORMACIÓN**

- La formación de los "futuros entrenadores" está incluida en el precio.
- El número aproximado de usuarios y administradores para cada sitio se especifica anteriormente. Estos usuarios clave serán entrenados para que puedan capacitar a los demás.
- El entrenamiento debe comenzar inmediatamente después de la instalación del sistema.
- El entrenamiento completo es seguido en sitio y asistido.
- Los entrenamientos y caminar por el suelo serán proporcionados por entrenadores profesionales Octopus en inglés

## **9. SOPORTE**

Octopus Newsroom opera un centro de soporte con ingenieros calificados disponibles 24/7/365.

Los contactos de soporte designados por el cliente pueden ponerse en contacto con el centro de soporte de Octopus en cualquier momento, 24/7/365.

Un total de 24 meses de acceso ilimitado al correo electrónico y soporte telefónico está incluido en la propuesta. Los primeros 12 meses están en nivel Premium, los próximos 12 meses son estándar. Esto significa un apoyo completo a al personal de TI para el soporte de incidentes, orientación de situaciones y mantenimiento funcional durante el uso de Octopus. El soporte también incluye todas las actualizaciones y aquellas publicadas durante el período de soporte, además de compartir actualizaciones / nuevas ediciones en las Guías del usuario, Manuales de referencia, etc.

Después de los primeros 24 meses se deben negociar contratos AMC adicionales basados en la propuesta anterior.

## 10. REQUERIMIENTOS DE HARDWARE CLIENTES

Client workstation minimal HW configuration	Operating system
1 x Intel Core2 Duo or better	
2GB+ RAM	Windows XP
	Windows Vista
50GB+ HDD	Windows 7
	Windows 8
1 Gbs NIC	Windows X
17" (1024x728 minimum resolution, preferred 1280x1024) display	Mac OS X 10.7.3+
Sound card (if lowres video is used)	Linux (any distribution with Java7 and GUI support)

### Equipos móviles:

Client workstation minimal HW configuration	Operating system
Generic Android device	Android 4.1(Jelly Bean) or newer
Apple mobile device	iOS 8 or newer

## 11. TÍPICA ARQUITECTURA DE SISTEMA OCTOPUS

