

Case study

PRO-TV

Case summary

Company: Pro TV

Solution: New Data Center for their MCR needs





Industry: Television

the
Situation

To meet the increasing needs of their business and to keep high standards and quality, PRO TV has embarked on a project **to upgrade its infrastructure**. A key element was the construction of a **new master control room (MCR)** to serve the company on a round-the-clock basis every day of the year.

The master control room is the heart of all broadcast operations and it needs to function 24/7. This room is the originating point of the signal transmitted over-the-air for terrestrial television or cablecast, satellite provider for broadcast, or sent on to a cable television operator. **Television master control rooms** include banks of video monitors, satellite receivers, video servers, transmission equipment, and, more recently, computer broadcast automation equipment for recording and playback of television programming. Because of the critical dependence on data center services, redundancy and uptime were big concerns for PRO TV.

Furthermore, the challenges that needed to be solved in this project were:

-  Working under time pressure
 -  Delicate working environment due to uninterrupted activity in the TV studios
 -  Meeting the objective of balancing safety and efficiency
 -  Design considerations for an older building are much more different than starting from scratch.
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the Solution

To solve all the challenges, the proposed solutions were the best on the market and based on accurate measurements. During the planning phase, the team clearly identified all the factors which affected the **security, reliability and energy efficiency** of the MCR and made qualified recommendations for optimization measures.

The solution included:

- ◆ Using a hot aisle containment system (Schneider, EATON) for higher efficiency and energy saving
- ◆ InRow cooling equipment for better space usage by Schneider
- ◆ Surgical precision from design and build point of view in order to perfectly integrate the new solution into a not built for purpose building
- ◆ Modular racks in order to cover existing needs, as well as future ones into a continuously evolving domain by EATON
- ◆ Detailed works planning in order to avoid critical news broadcasting, mostly functioning during non-working hours

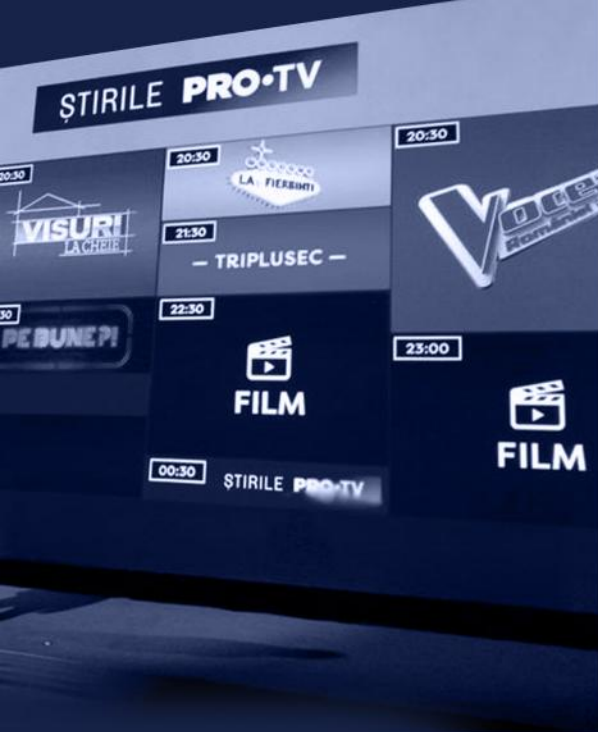
All along the delivery, the technicians and the engineers operated responsibly, in order to respect the working



“ It was fascinating to work on PRO TV’s newest master control room (MCR). For us, every new project represents a challenge and an opportunity to enlarge our engineering capabilities, as well as the chance to discover interesting ways of treating different issues. ”

Daniel Rade
HVAC Head of Office



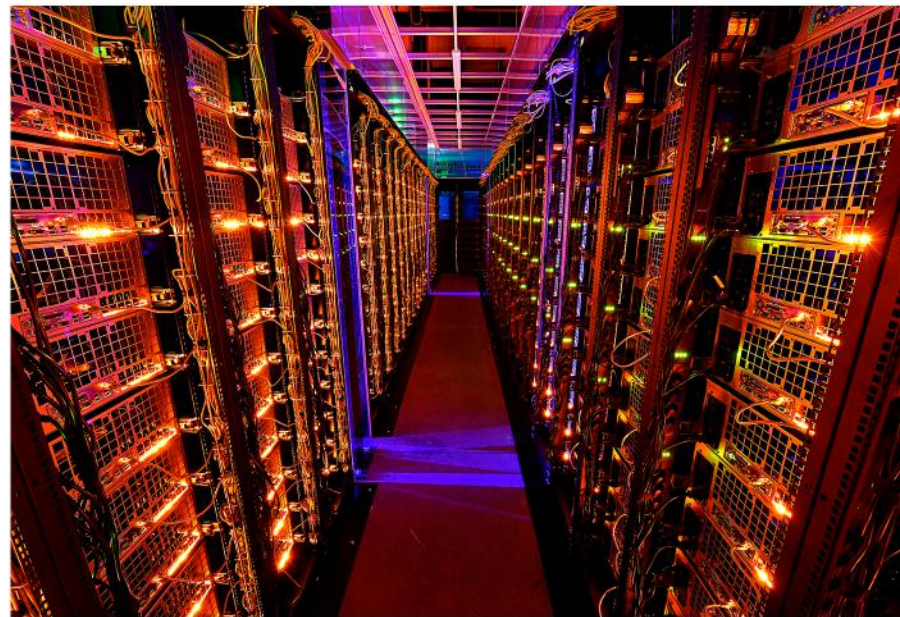


about the company

PRO TV leads the Romanian television market, with a programming strategy that contains a **wide variety of local productions** including news, local entertainment, local fiction, and top international series and movies. The news programs delivered by PRO TV are segment leaders and stirileprotv.ro, PRO TV's News website, is **one of the most visited news websites in Romania**, offering up-to-the-minute news and exclusive video footage. PROTV.ro also provides information about TV shows and celebrities, offering exclusive video materials, interviews, behind the scene and making-of materials, as well as engaging contests.

“PRO TV stands out as the leader in the broadcasting industry in Romania, so I expect nothing less from our partners. Therefore, Innova Engineering stood up to that level and our new MCR meets any technological hurdles that might arise. The television industry is a very dynamic one, technologically speaking – new challenges pop-up every day. Nonetheless, I am confident that with Innova Engineering by our side we'll be able to develop even more successful projects in the future.”

Bogdan Andreescu
Technical Director PRO TV



the Results

The MCR was completed on schedule and nowadays it is up and running. The facilities are designed to handle up to 150KW and the target was met by a team formed only by **Innova Engineering specialists**.