August 2020 Newsletter

Welcome to "In Realtime" the Bannister Lake newsletter. Real-time data and its impact on the broadcast industry, and communications in general, has never been more significant. This newsletter will help keep you up to date with goings on at Bannister Lake as we develop new functionality and capabilities for our products. It will examine how real-time data can be fully leveraged to drive new business and transform workflows. The newsletter will also be discussing noteworthy recent and historical projects and provide industry thought leadership. We welcome your feedback. Please contact us at info@bannisterlake.com

Real-time Data Integration with Broadcast Graphics Engines Webinar

Last month BL produced a popular webinar hosted by Phil Carmichael looking at Chameleon and its integration into popular graphics engines, but with a particular focus on Chyron. Phil is very well known in the industry. He is a former sports graphic designer and Chyron operator for the CBC and a former pre-sales specialist for ChyronHego. With this body of experience, he was able to provide a unique and insightful perspective. The webinar began with a look at Chameleon's ability to handle a wide variety of data sources and specially customized data to meet editorial's demands. Phil touched on popular sources such as news, weather, and election

results data. Phil then moved on to BLADE, Chameleon's RESTful API and its ability to zero-in on specific data sets, reformat them and quickly make them available to any graphic engine. Phil spent time looking at Chyron Prime and how compatible Chameleon is with that system. Chameleon provides Chyron users with a terrific alternative to aggregate and manage data. Graphic engines have traditionally had difficulty handling and controlling multiple diverse real-time data feeds, but Chameleon provides a one-stop solution for any media organization's real-time data requirements. We will keep you informed of future webinars. You can watch the webinar here: https://www.youtube.com/watch?v=9B8kLrkR-UI

Barchart Case Study

We are thrilled that our friends at financial market data provider Barchart used our recent project at RFD-TV to create a case study. RFD-TV brought in Bannister Lake to help them with their transition to Ross XPression and their switch to Barchart as their data provider. BL integrated new XPression graphic templates created by our partners at Motion Path in Montreal, connected those templates to Barchart commodity and stock data, built a custom financial application for on-air talent to manage the templates and put them to air, created a custom sponsorship management module for their graphics and built two ticker solutions all run through Chameleon. Barchart was a fantastic partner to work with. BL has a great deal of experience working with Barchart data, but the RFD-TV project added more functionality and more comprehensive story telling using real-time data to populate charts and tables. We look forward to more broadcast projects integrating Barchart data. You can read about the project here: https://bannisterlake.com/rfd-tv-and-barchart-data-integration/

Elections

Tuesday November 3rd is election day in the US and BL is offering media organizations one of the industry's most complete election software solutions. The election feature within Chameleon is designed to work with any kind of election style; US presidential, parliamentary, or proportional representation. Chameleon reads data from AP Elections, Decision Desk HQ, or data can be manually entered. The solution allows producers to track and analyze results, make calls and quickly create graphics playlists for air. The solution works for broadcast and/or web. Election results data

can be reformatted and distributed through Chameleon's API to run a variety of solutions, social media, web pages, web widgets, mobile devices, or even augmented reality systems. It's the industry's most innovative one-stop election package for any media organization looking to tell the election night story in full detail. The solution can be packaged with Motion Path's election graphics to create an impressive, bold presentation. Learn more about BL's elections capabilities here: https://youtu.be/vJkaYhjUvdg

Product Development:

Working with Media using Local Files

Chameleon's BLADE RESTful API provides a quick and easy way to reformat and distribute data to any platform that accepts a URL. But what about those platforms that only support local files? Starting in Flow 12.7.5.1, BLADE will provide a parameter to output a local path for a file.

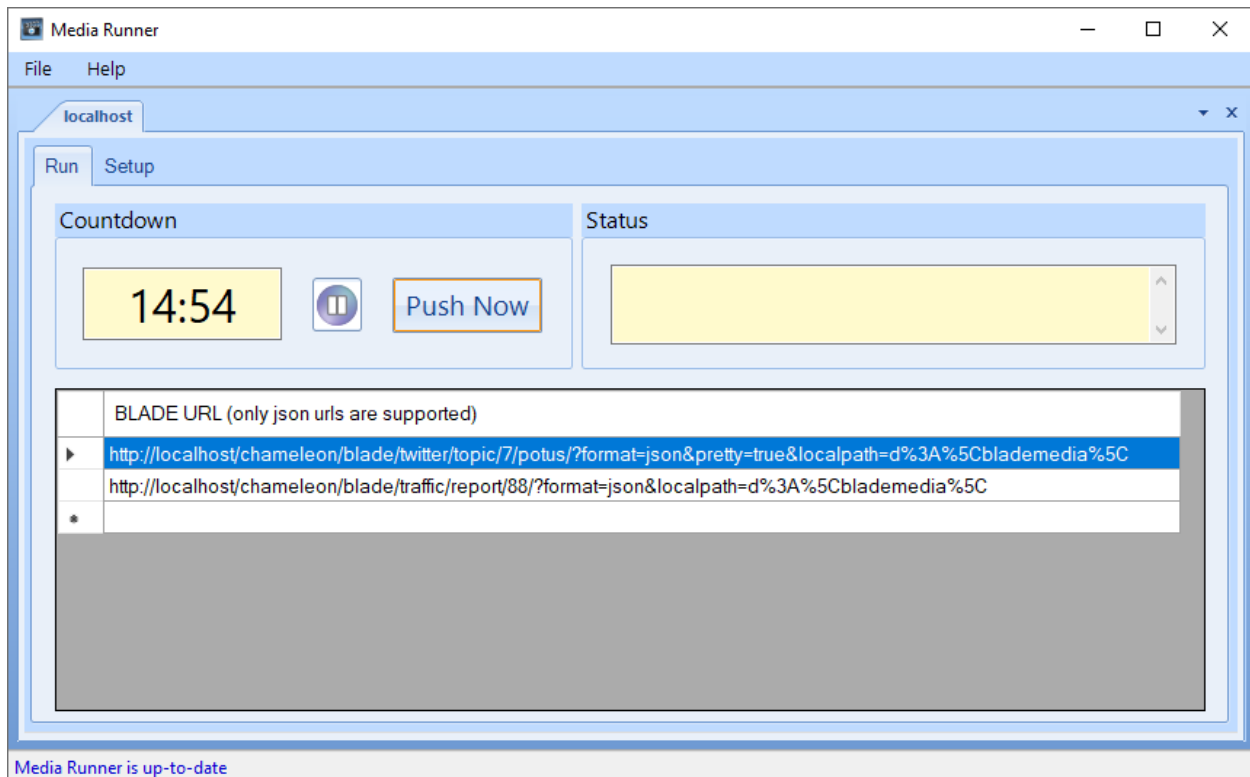To make it easier, the BLADE page in Flow will provide a way to set the parameter:

```
Media Local File Path
d:\blademedia          When a file path is given the output of media items will include the path with the filename in a LocalFile field.
```

This parameter tells BLADE to add an additional field to all media data (for all formats). Here's an example using JSON:

```json
"media": {
  "id": 797680,
  "name": "109",
  "localUrl": "https://chameleon.blcloud.net/blade/media/797680.jpg",
  "fileName": "109.jpg",
  "extension": "jpg",
  "length": 11951,
  "height": 169,
  "width": 300,
  "duration": null,
  "loop": false,
  "mimeType": "image/jpeg",
  "url": "",
  "savedPath": null,
  "caption": null,
  "keywords": null,
  "modifiedDate": "2020-07-28T11:36:38-04:00",
  "datafeedId": 109,
  "datafeedChar": "",
  "localFile": "d:\\blademedia\\797680.jpg"
}
```
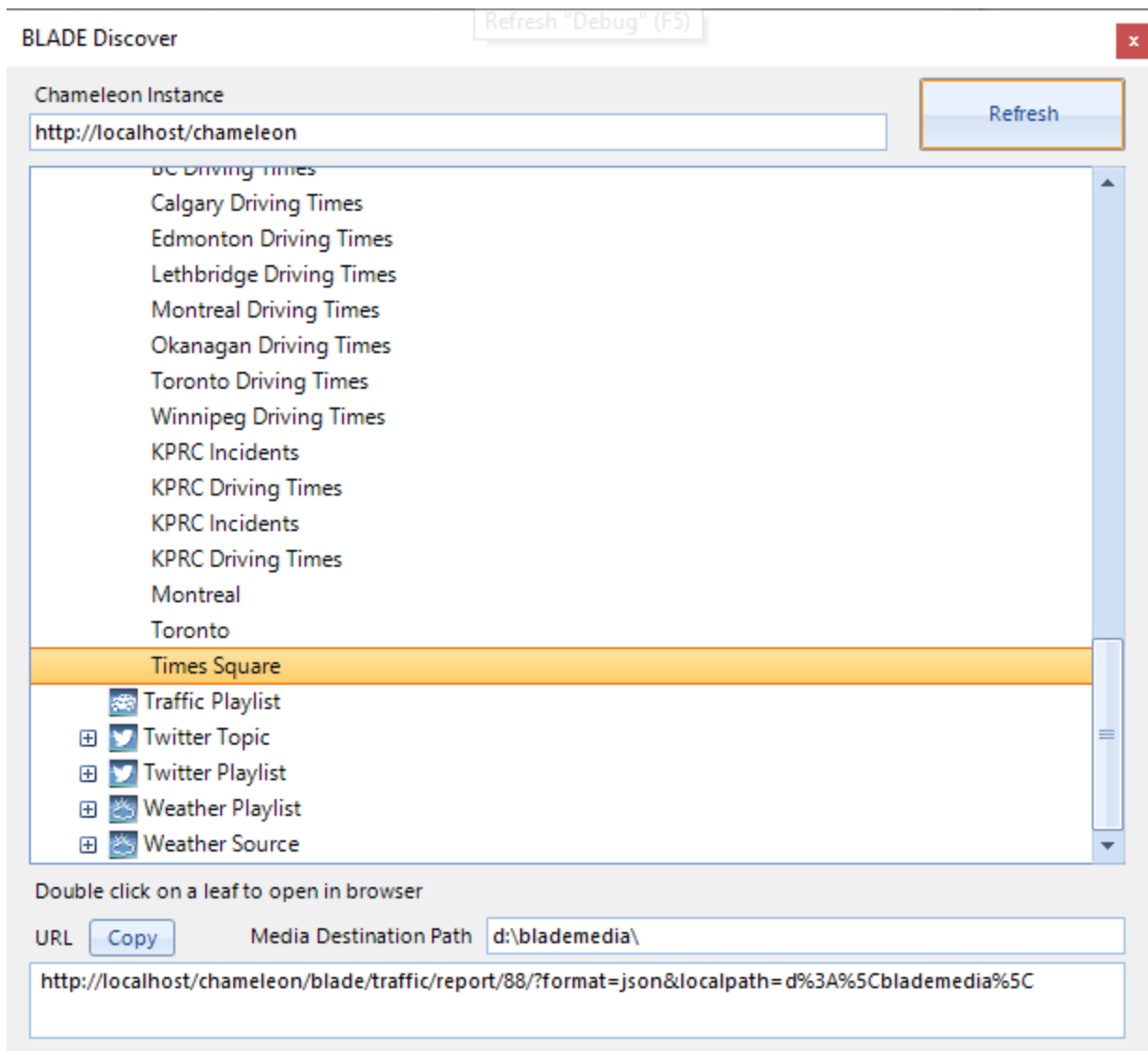
BLADE creates a filename based on the media's unique ID on the instance of Chameleon. Above, that ID is 797680 creating a filename using the local file path and the filename.

BL's Media Runner application is used to get files copied to a destination path:

It accepts JSON-formatted BLADE URLS, looks for media and then copies the media to the "localpath" defined in the URL. The files will correspond to the local file field in BLADE's media. On a timer, it allows keeping all media for a BLADE URL updated to a local directory.

For greater convenience, there is a discovery function in Media Runner which allows quick access to URLs for all containers:

Merchandise Data Container

At BL we are data source agnostic meaning that if data comes from a news source like the AP, sports scores from Stats, or sales data from Salesforce, we can work with it. If we don't have a reader, we can quickly develop one, ingest data and users can take full advantage of Chameleon's capabilities. This approach distinguishes us from the competition. Chameleon is a one-stop solution for any kind of data type and that means more opportunities for both broadcast and non-broadcast clients to take advantage of BL products and expertise to create new revenue generating opportunities and enter into new sectors.

We do this with broadcast clients who extend their in-house editorial data into new markets such as OTT and digital signage. Now BL is going a step further. We are creating a new data category that will contain merchandise related data. A client who is a home shopping network, a retailer, or who is selling concessions at a venue can use Chameleon to bring their inventory listings into the product. Within Chameleon users can edit, blend, trigger, schedule or customize their inventory data, exactly as they would with news, weather, sports, elections, or other data feeds. This results in a sophisticated inventory display solution with the same features and capabilities of other Chameleon data types. As BL extends its reach into digital signage, we are excited to see Chameleon playing an innovative role in signage and building on its pedigree in mission-critical broadcast operations.

Zeus

Zeus is BL's innovative browser-based media storage and playout solution. Zeus is the perfect tool for productions that require a high number of images and video clips that must be turned around quickly in a fast-paced and unpredictable environment. Typical production use cases are home shopping channels, news, entertainment, and sports productions.

BL has been adding more and more features to Zeus. A few months ago, we created the opportunity to integrate Zeus with popular media asset management (MAM) systems. Users could access content within a MAM and still take full advantage of Zeus' impressive search features and its convenient drag and drop playlist and sequence building capabilities. Now we're giving users more flexibility with a global sequence feature, allowing sequences to be built outside of a specific folder and an asset moving feature that protects assets being used in a sequence from deletion during a database cleanup.

Zeus features a centralized asset management structure allowing multiple users to access the system simultaneously, while ensuring the overall system is consistently synchronized. This dramatically speeds up the production workflow providing the entire production team with access to the solution.

eSports is Hot!

BL has played a role supporting major eSports events worldwide. Our Chameleon product reads a variety of game related data sources and visualizes the data to enhance the eSports experience. This creates more fan engagement and provides more ad inventory for event producers. As fans watch the action they are exposed to social media, player stats, biographies, standings and more. It doesn't matter if the event is at a venue with thousands of fans or being streamed, or both, Chameleon dramatically raises the bar in eSports production.

BL has contributed to the production of numerous events including the FIA-Certified Gran Turismo Championships Series, the eFIFA FUT Global Series and others. The magic that Chameleon brings to these events is the ability to aggregate a wide variety of editorially significant data including data the producers create with Google sheets or data coming from the game 's API. By scheduling, triggering, and visualizing all this data in an attractive presentation, without taking away from the game itself, fans feel more connected to the event and producers can take advantage of sponsorships, advertising and branded content to generate new revenues. eSports has never been more popular and quickly gaining ground.

According to audience data provider Vivintel, in Canada alone the number of eSports followers jumped by 1.3 million in one year.