

The Viasat logo consists of a blue circle containing a white stylized 'V' shape, followed by the word "VIASAT" in a bold, blue, uppercase, sans-serif font, and the words "Fast Facts" in a smaller, italicized, blue, sans-serif font below it.

**VIASAT**  
*Fast Facts*

### **Company**

Viasat Broadcasting is the leading free and pay TV operator in Scandinavia and the Baltics, with additional broadcast operations in Bulgaria, Czech Republic, Hungary, Russia, Ukraine and Ghana.

### **Challenges**

Viasat's Creative Services Department, headquartered in London, was relying on a combination of spreadsheets and manual tools to manage, monitor and bill for the production of channel and program promos used in Viasat programming around the world.

The group produces over 5,000 promos annually and vital financial data was being recorded inaccurately or lost. Viasat's controller needed an integrated system to manage and report on all operational and financial activities of group operations.

### **Solution**

Xytech MedaPulse workflow management software

### **Implementation**

Xytech worked with the Viasat team to implement MediaPulse in less than 30 days.

### **Results**

- 25% to 33% reduction in operating costs
- Time to produce cost reports reduced from two days to less than two hours
- At-a-glance view of facility operations on a single screen
- More efficient production planning

## **Client**

Viasat Broadcasting is part of Modern Times Group (MTG), an international entertainment broadcasting group with operations spanning four continents that includes free TV, pay TV, radio, and content production businesses.

Viasat channels are available on Viasat's own satellite platforms and third party networks as well as distributed over the internet. The channels, including the flagship TV3 and Viasat Film / TV1000 entertainment channels and pay TV platforms, operate in 39 countries.

MTG is also the largest shareholder in CTC Media, Russia's leading independent television broadcaster. MTG was founded in 1989 and is listed on the Nasdaq OMX Stockholm stock exchange.

## **Challenges**

### **Fast-moving production environment**

Viasat's Creative Services group employs over 80 people in their headquarters facility in London. A team of 35 producers creates over 5,000 promotional elements annually for use on 64 Viasat channels around the world. Productions are made in multiple languages and a single promo may be produced in up to eight language versions.

### **Existing job costing system was prone to error**

Before the MediaPulse implementation, the group was relying on a set of large spreadsheets to track personnel, projects and facilities as well as job costing. This system was error prone and reporting was often incomplete, inadequate or inaccurate. Additionally, the reconciliation process required the combination, comparison and correction of information contained in multiple spreadsheets.

### **Scheduling resources was very time consuming**

The team also used spreadsheets as the primary scheduling tools for all facilities, sound stages and creative personnel. Scheduling a production required a review of data contained in four separate, discrepancy filled spreadsheets and was frequently resolved with multiple phone calls and long email chains.

# Xytech Case Study

## Viasat Broadcasting

### Solution

The management team recognized the need for a unified system and began searching for a single tool to allow them to manage budgets, create purchase orders, track jobs and deliverables, and report on results.

The team looked at multiple suppliers and made the decision to go with the MediaPulse solution based on its comprehensive scheduling, job management and reporting functions. Xytech presented a series of demonstrations based on other MediaPulse implementations recently completed with other broadcasters and production companies with similar requirements.

therefore the project leveraged Xytech's fast-track implementation model. From beginning to end, the process consumed less than four weeks.

### Results

Given the nature of the problems and inaccuracies commonplace with their previous spreadsheet-based system, MediaPulse began paying for itself immediately at Viasat.

Viasat staff now enters all information relating to new projects into a single system with the cost data for personnel, equipment and facilities automatically generated. Managers can view the production schedule for a project and make changes

**“ Before we had MediaPulse, getting reports took such a long time and I was always concerned about accuracy. Now I get all the information with a few clicks and I know it's complete and correct.**

- Paula Moscardo, Creative Services Controller, Viasat Broadcasting UK Ltd

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The Viasat team made their final vendor selection based on three main criteria:

- Proven system already in use at major broadcast, production, postproduction, and transmission facilities.
- Ability to access and manage scheduling information for all facilities, equipment and personnel on a single screen.
- Comprehensive financial control functions, including purchasing, job management, work order generation, and budgeting.
- Excellent reporting tools that allow managers to accurately assess operational efficiencies and control costs.

### Implementation

The Viasat team worked directly with Xytech's professional services group to manage and conduct the implementation. The Viasat team was under pressure to deliver a completed system quickly and

quickly while preventing double-bookings and simultaneously ensuring all resources are used efficiently with minimal down time. They also quickly rearrange schedules to accommodate last minute production changes. For example, with their old system, altering the schedule for a single production would require making updates to five different spreadsheets; with MediaPulse it only requires a drag and drop operation.

**“ Now I can schedule new jobs quickly, even going out a year or two years in advance if I need to. And I can update all those jobs together or one at a time as needed. With MediaPulse, I also get really accurate, useful information out of the system with just a click. It's much easier this way!**

**Judith Edelstein**  
**Production and Bookings Coordinator**  
**Viasat Broadcasting UK Ltd**

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## **Xytech Case Study** **Viasat Broadcasting**

Adding new recurring jobs to the system used to be a particular nightmare, since it required making manual edits to multiple spreadsheets for each occurrence of the job. Today, with MediaPulse, adding a recurring job is simple and requires only a few clicks.

Financial reports are available on demand. The controller can assess job costs and production budgets quickly and whenever questions arise from senior management. For example, the controller can run a report showing utilization and costs for a particular audio suite for any period of time with a few mouse clicks. Such a report would have consumed several hours in the past and, given the nature of the old spreadsheet-based system, there was no guarantee that the resulting report would have been complete or accurate.

MediaPulse can generate any report quickly, regardless of complexity, and provide users with detailed, accurate views of all relevant financial data. These greatly enhanced reporting capabilities allow management to make fully informed, insightful decisions about adding new equipment, facilities or personnel as well as helping them ensure that the overall operation is being run as efficiently as possible.

Viasat estimates that, since the introduction of MediaPulse, it has enjoyed a 25% to 33% reduction in operational costs based on the amount of time saved in the reporting process. Cost reports, in particular, had required two days to compile and are now completed in less than two hours.

### **About Xytech**

For over 25 years, the world's best media companies have depended on Xytech to run their businesses. MediaPulse is the only end to end solution for the complete content lifecycle. It provides scheduling, automation, asset management, billing, and cost recovery for broadcasters, media services companies, and transmission facilities in a scalable platform-independent solution.

[www.XytechSystems.com](http://www.XytechSystems.com)

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Our department has about 83 people now and we support about 64 Viasat channels. MediaPulse gives me sanity – with two clicks, I have the information I need. Our booking process goes smoothly and no one has to go crazy trying to figure out who is doing what and when. It is making our lives easier.

**Paula Moscardo**  
**Creative Services Controller**  
**Viasat Broadcasting UK Ltd**

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