

The Swedish Hockey League is the most popular league in Sweden; comprised of 12 professional ice hockey teams playing a total of 375 league games per season. With over 2.4 million spectators per game, the Swedish Hockey League is the most attended league in Europe.

679 hours of the Swedish Hockey League is broadcast per season with viewership totaling 684 million. The Swedish Hockey league games are aired in Sweden, Finland, Denmark, and Norway.



**A New Tapeless System with Cinegy**

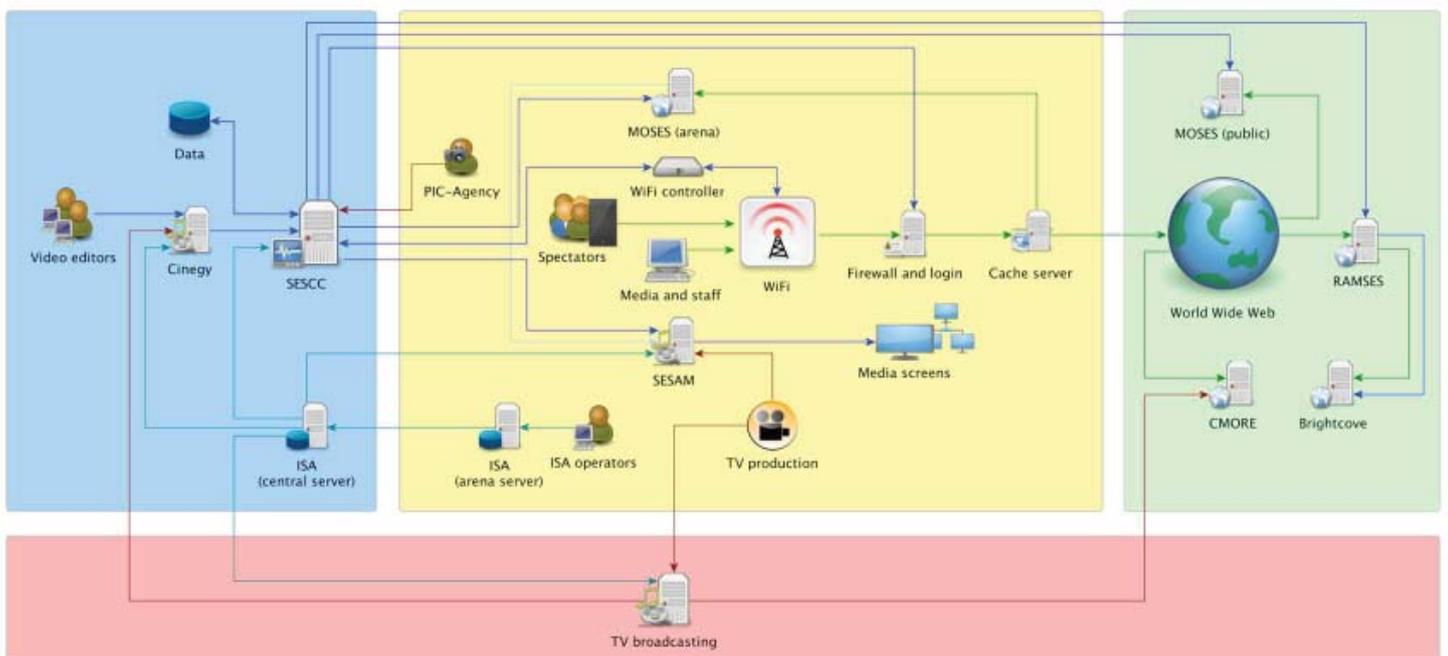
In September 2012 Sports Editing Sweden (SES), a sports editing Production Company providing media production services to the Swedish Hockey League, began production with a new and innovative video production system based on Cinegy software.

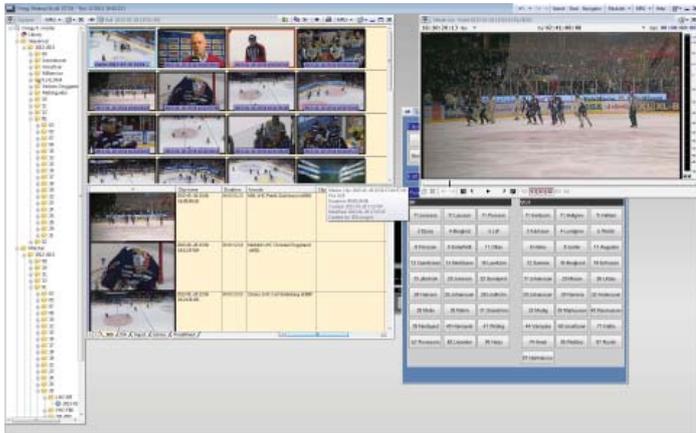
Prior to the Cinegy installation at SES, a large amount of their production tasks for the Swedish Hockey League were done manually. SES has now modernized and simplified their production facility with a complete Cinegy production solution.

**“In a sports league perspective, this system plays a big role and many different users need to access video content for many different reasons, Cinegy solves the content delivery issue extremely well and also integrates official game statistics in the process which is outstanding regarding logging and archiving”. Says Andreas Brännström, Sports Editing Sweden**

SES has a complete Cinegy video production solution that manages all content and metadata for the 6 games that are played live and simultaneously several times a week for the Swedish Hockey League.

The Cinegy system at SES is based on the Cinegy Archive MAM that handles all the content and metadata and controls the video production. Seven desktop editors and loggers are connected to the MAM in which the SES staff log and edit each game in real time, during the live game.





**Edit, log and create clips whilst ingesting in real time.**

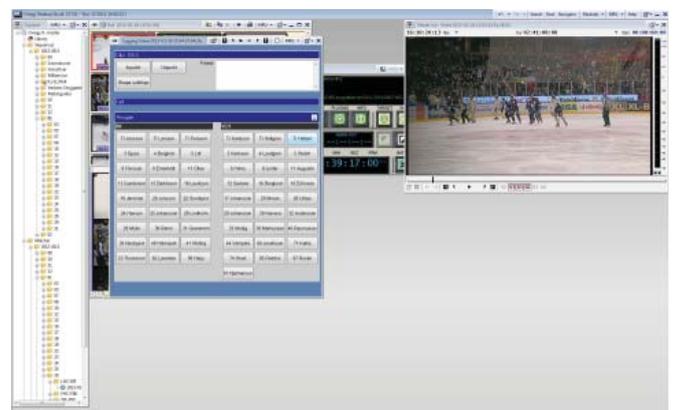
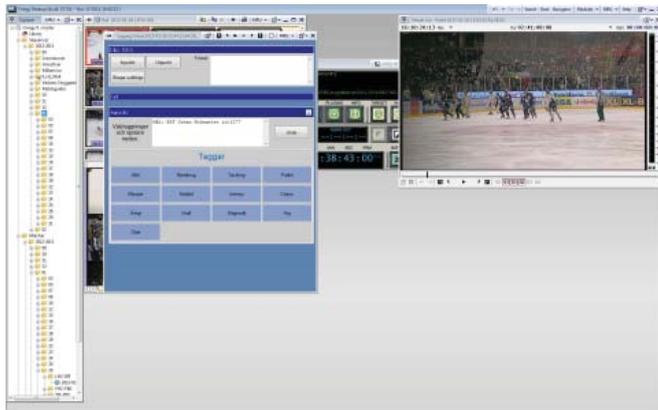
Cinegy Ingest, Cinegy's real-time SD & HD multi-format ingest product and Cinegy Desktop allow SES to edit, log and create clips whilst they are ingesting in real time into the Cinegy Archive. The content is then transcoded into several file formats with Cinegy Convert, and the files are distributed in a format dependent on the client's platform (whether for broadcast, internet or mobile). The Cinegy solution also allows SES' End clients to connect to SES' MAM and search, browse and retrieve content in their own preferred format, using the Cinegy Workspace client remotely.

SES, together with Cinegy's system integrator Vericom created a custom made logging template that is simplifying the creation of metadata and subclips such as when a player scores. The resulting subclip and metadata are sent to Cinegy Convert, and then automatically forwarded to different clients in broadcast, web and to mobile devices.

The Swedish Hockey League has clients with diverse media format requirements, and Cinegy Convert handles the required outputs as an automated process; removing all current waiting time for SES clients. This process includes users on everything from Avid to mobile devices.

SES also integrates Cinegy with ISA Statistics, the output used by C More on homepages, mobile and in SESAM.

SESAM was custom build by SES and is an essential part of delivering a fully immersive arena experience. SESAM was developed to control and display content on both large and small media screens inside the arena. Not only does SESAM show the game on the big screens, it also provides a platform to cut to the other 6 live games for updates as well as commercials.



**About Sports Editing Sweden**

SES is an independent sports media producer with an in-house technical department that develops advanced solutions for a various range of platforms to ensure presentation of content produced by the SES production department. SES customers consist of some of the major players in broadcasting, media and betting segment in Sweden, for instance TV4/CANAL+, Aftonbladet and Svenska Spel.

**About Vericom**



Vericom is based in Sweden and provides a consulting, technology and sales service for television and streaming video. The company is headed by Anders Höög, who has 20 years experience in broadcast engineering in Swedish Television. Together with a network of consultants with broad knowledge of broadcast, Veritas Produktion offers a complete package of services, design, installation, training, support and service. For more information visit [www.vericom.se](http://www.vericom.se)

**About Cinegy**

Cinegy is a world-leading software development company specializing in innovative video, broadcast and OEM solutions for international broadcasters and equipment vendors.

Based on standard IT hardware and non-proprietary storage technology, Cinegy products are reliable, affordable, scalable, easily deployable and intuitive.

Cinegy's Application Areas include:

- Media Asset Management & Active Archive
- Broadcast Automation and Playout Service
- IP Signal Distribution and Monitoring
- Workflow
- Newsroom Integration
- Compositing & Effects, CG and Branding
- MPEG Technology / Encoders / Decoders / Transcoders