

> HRT, Croatian national radio

NETIA/iNews integration for the HRT

Avid/ NETIA tight integration enables efficient use of multifunctional broadcast radio news solution- HRT, Hrvatska Radio Televizija, broadcasts three radio services of national importance from eight regional stations - Sljeme, Dubrovnik, Knin, Osijek, Pula, Rijeka, Split and Zadar. On average 215 hours of programme are broadcast each day. Croatian Radio 1 and 2 offer news, documentary, light entertainment and sport programmes, while Croatian Radio 3 offers more serious programmes, both intellectual and spiritual.

HRT maintains its confidence in Radio-Assist 7 with the order of the integration of iNews/NETIA for the newsroom. CS COMPUTER SYSTEMS D.O.O, NETIA's distributor in Zagreb, is congratulating itself on the strong collaboration between the HRT, CS and NETIA teams.

The INEWS /NETIA joint solution provides journalists with the ability to access all scripts in the AVID and all sound bites of NETIA's **RADIO-ASSIST** from one application.

In this seamless process, the radio newscaster can now edit sound bites on the production tool of **RADIO-ASSIST**, drag and drop sound bites into his script text and prepare a complete story within minutes. When the story is ready to air, the journalist/newscaster may place it in the playlist of the broadcast preparation tool. Once the story is on air, the playlist can be viewed by the on-air tool of **RADIO-ASSIST** showing the relevant sound bites and text.

«It was apparent to us that in order to provide our clients with a fully integrated newsroom solution -- integrating text and sound bites-- we needed to partner with the major player in the newsroom market and that was AVID,» said **Christophe Carniel**, President and CEO of NETIA SARL. *«AVID's compliance to Active X Protocols suited our needs of easily integrating our radio newsroom solutions with theirs and adhering to standard open technologies.»*

NETIA SA, the leading manufacturer of efficient radio management software, maintains its partnership with Avid, the worldwide market leader in broadcast computing systems.



The membership of NETIA into the Avid «Solution Partner Program» and the tight integration of the Avid Newsroom Computer System with NETIA's **RADIO-ASSIST** further endorses the program's charter of building integrated newsroom solutions with best-of-breed products.

Great interest for the AVID/NETIA joint solution has been expressed by several broadcasters. Since March 2000, a full integration Avstar/NETIA is deployed at SBS, Australia's National Multicultural Broadcaster. In fact, as RTBF Radio Television Belge francophone, ABC Australian Broadcasting Corporation is currently experiencing the advantages of the joint solution as its installation progresses.

