

The NRJ Group selects NINSIGHT

Written by Administrator

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The **NRJ** Group selects **NINSIGHT** to drive playout of all its TV channels now hosted in its Parisian offices

NINSIGHT's IGNITION platform minimizes setup complexity of this multichannel system and manages the existing TV package instantaneously

NINSIGHT, a leading software producer and integrator specialized in multimedia management and broadcast, has today announced the signing of a new contract with the NRJ Group for implementing and driving a multichannel playout system in **NRJ's** headquarters.

By selecting Ignition, an automation and digital content management solution, **NRJ** reiterates its confidence in

NINSIGHT

's technology and benefits from an unequalled expertise to meet with specific requirements of its multichannel playout infrastructure being installed in its Parisian offices.

NRJ

Paris' success, mainly relying on live content creation, leads up the TV channel to operate from its own production and on-air center. In order to optimize this initial investment,

NRJ

has decided to playout internally its other TV channels (NRJ 12 SD and HD, NRJ Hits, Cherie) that were externalized up to now. This reorganization involves streamlined facilities able to manage at the same time many channels that may share some content.

Solid, dependable and entirely configurable, **NINSIGHT Spark** enables the **NRJ** Group to streamline its playout infrastructure, make its workflows more reliable and anticipate its next growth needs. Furthermore,

IGNITION

licensing model presents a unique and competitive advantage in the broadcast industry due to a decreasing pricing depending on the playout channels to be managed.

NRJ's multichannel infrastructure was operational at the end of October for NRJ Paris and in January 2010 for the three other TV channels of the Group. In 2014 NRJ updates Ignition fro

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