

SUCCESS STORY

BROADCAST BEAT

Digital Media &
Entertainment Content
Platform

Florida, United States

octopus-news.com

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OCTOPUS



BROADCAST BEAT

ABOUT

Broadcast Beat is a Digital Media & Entertainment Content Platform for the Broadcast, Motion Picture, and Postproduction Industries. As the industry's voice, it captures the niches that other outlets have cast aside and embraces the new markets and technology forming in the wake.

REACH

Broadcast Beat is one of the broadcast industry's leading digital media properties. It reaches audiences located in every country worldwide, having the public of the United States and the United Kingdom as the main receptors of breaking industry news.

“Broadcast Beat Magazine was designed to give everyone all the industry news as it happens”
Ryan Salazar, Founder Broadcast Beat Magazine.



200,000
readers monthly



200
stories produced monthly



126
Octopus users

CHOOSING OCTOPUS



As a content platform, Broadcast Beat creates and broadcasts hundreds of industry news and manages live production of important events. It is imperative for them to operate all these with a trustworthy newsroom system to replace the manual work previously done in excel spreadsheets. After running the NAB Show LIVE and other productions without a rundown system and trying out another NRCS, they found Octopus. It helped them streamline operations and raise its voice.

WE ASKED RYAN SALAZAR, FOUNDER OF BROADCAST BEAT

WHY DID BROADCAST BEAT OPT TO ADD OCTOPUS TO ITS NEWSROOM?

We chose Octopus Newsroom because of the system's ease-of-use and of course an amazing reputation. We were looking for a solution to streamline live production in a way where we could eliminate a non-newsroom environment.



Ryan Salazar,
Editor-In-Chief &
Publisher of Broadcast Beat.

Ryan has written for The Academy of Television Arts & Sciences, Creative COW, Broadcast Engineering Magazine, NAB Show and now owns Broadcast Beat and AV Beat. He also owns a very successful Production Company & Broadcast Production Studio.

WHY DID YOU SELECT OCTOPUS OVER "WELL-KNOWN" NEWSROOM SYSTEMS IN THE UNITED STATES?

Originally, Broadcast Beat was running everything from excel spreadsheets. Eventually, we ended up utilizing another newsroom system, but the features weren't advanced enough to achieve what we needed. We needed features related to importing content and running/changing lower thirds on-the-fly. And these were not available in those "known" systems.

THE LOWER THIRDS DILEMMA



HOW DID IMPLEMENTING OCTOPUS OR UPGRADING FROM OTHER NRCS BENEFIT AND HELP SOLVE BROADCAST BEAT'S PRODUCTION CHALLENGES?

Implementing Octopus Newsroom into our workflow solved all sorts of issues for Broadcast Beat. Particularly, with lower thirds.

It was crucial for Broadcast Beat to find a system that could automate the archaic workflows used to create and deliver lower thirds. Before Octopus, creating lower thirds was a long and arduous ride. The old workflow included a manual process of creating dozens - and sometimes hundreds - of lower thirds. Then, the Technical Director would have to organize those files, put them in order on our switcher, and manually call them up.

Octopus turned this into a history chapter. Now lower thirds are easily produced and broadcasted from the system, without the need for manpower for all stages. Octopus NRCS sends the data to Newsmaker Systems servers. Then, the Newsmaker Systems servers send instructions to NewTek TriCasters. So, production staff effortlessly imports content and runs lower thirds impromptu.

A SYSTEM FOR CONTENT PLATFORMS



Although Octopus' natural habitat is TV newsrooms, it works natively in the production studio of this content platform. Octopus has not only been a lifesaver solving the lower thirds dilemma that Broadcast Beat faced before its implementation, but also offers other features that are much appreciated by users.

WHAT ARE THE FAVORITE FEATURES FOR USERS?

The feature that we're most excited about is multiple "desktops" with multiple layouts. This allows us to create habits around our workflows to save time on "technicalities" and shift focus to writing our must-read stories. Also, we love the contacts feature. It enables transparent and efficient management of all our contact books. As we work with top public relations firms, broadcasters and manufacturers, it is crucial for us to centralize our contacts, set up rights to see and manage them and make them visible to the people who need to see them.

Overall, Octopus has allowed us to operate our live and other productions in an organized and streamlined manner. I don't know how we lived without Octopus Newsroom.



ABOUT OCTOPUS

Octopus Newsroom is a Czech company that offers business-2-business (B2B) technology solutions for broadcasters worldwide, primarily but not limited to be used in television, radio stations, eSports, sports and web television.

The company belongs to the top 3 NRCS software vendors worldwide and has also launched other two products to assist broadcasters and many other kinds of teams in gathering multimedia and planning content.

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