SUCCESS STORY

# ABP NETWORK
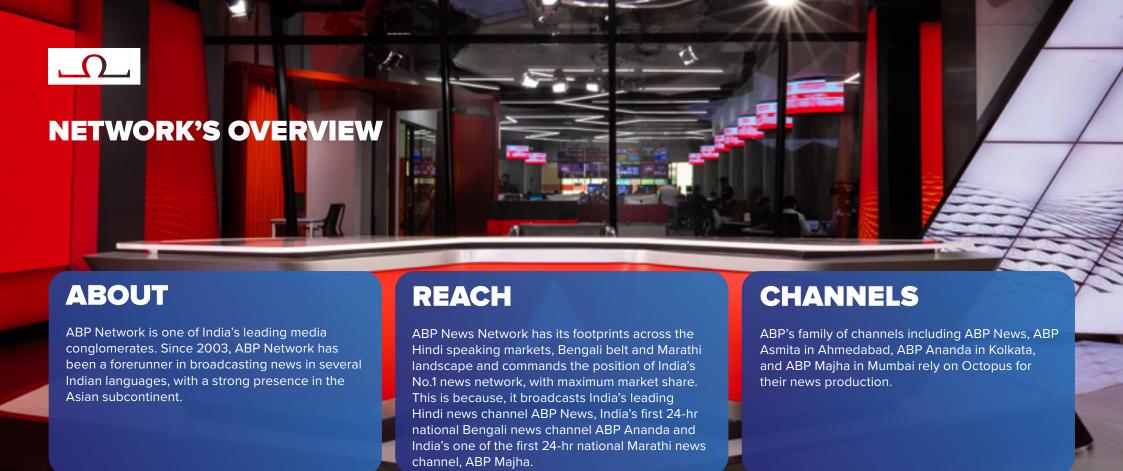
News & Entertainment

India

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OCTOPUS

# NETWORK'S OVERVIEW

## ABOUT

ABP Network is one of India's leading media conglomerates. Since 2003, ABP Network has been a forerunner in broadcasting news in several Indian languages, with a strong presence in the Asian subcontinent.

## REACH

ABP News Network has its footprints across the Hindi speaking markets, Bengali belt and Marathi landscape and commands the position of India's No.1 news network, with maximum market share. This is because, it broadcasts India's leading Hindi news channel ABP News, India's first 24-hr national Bengali news channel ABP Ananda and India's one of the first 24-hr national Marathi news channel, ABP Majha.

## CHANNELS

ABP's family of channels including ABP News, ABP Asmita in Ahmedabad, ABP Ananda in Kolkata, and ABP Majha in Mumbai rely on Octopus for their news production.

**1st**
First major channel in India to use Octopus X

**24h**
news coverage

**#1**
India's No.1 news network

# ABP AND OCTOPUS:

# BUILDING A SOLID AND SUCCESSFUL PARTNERSHIP

It was 2005 when the phone rang in our office. On the other side, there was the procurement team at Star News, who made our day and set the foundation of one of the strongest and longest partnerships in Octopus history. This friendship grew stronger over the years and resulted in the adoption of OCTOPUS NRCS in all newsrooms of one of the most influential news providers in Asia, ABP Network.

Delivering accurate and up-to-date news in the second most populated country in the world can be grueling at times. ABP recognized this challenge decades ago and set to become one of India's favorite channels. ABP broadcasters, which hared ownership with Star TV until 2012, reach 48 million screens per week with a vast network of free to air TV channels based across India. On the mission to keep each individual ahead and informed, the ABP Network delivers insightful analysis of news and current affairs, and entertainment in 8 languages through linear TV and digital platforms.

# A BLAST FROM THE PAST

The deployment of Octopus NRCS for ABP's newsrooms went down in history. The first installation was carried out for Star News during the autumn of 2006 in Noida, the company's headquarters.

Star News, ABP News' ancestor, was on the lookout for a system that could offer advanced capabilities to revamp storytelling. Octopus was ready to provide the demanded newsroom system for a masterful command of news production including tools to manage live and uninterrupted broadcasting, conduct research, optimize news gathering, and more. Most importantly, it allowed the integration between the MCR and the PCR to control daily traffic of the content produced inside and outside the studio. It also seamlessly integrated with ABP News' third-party MOS-compliant systems, including PCR playout, graphics, and teleprompter devices. Likewise, ABP's family of channels including ABP Asmita in Ahmedabad, ABP Ananda in Kolkata, and ABP Majha in Mumbai rely on Octopus for their news production.

*"ABP was one of the first installations in India. Our company had only been on the map for nearly half a decade, but ABP Network trusted the authenticity and quality of our product. Ever since we have worked together to make sure information is available to millions of Indians"* comments **Miro Rusko, Managing Director for APAC at Octopus.**

To date, Octopus is still at the core of this effort as a fully dedicated partner, which was proven by the recent engagement in a multiyear contract offering tight cooperation and full support to ABP. This milestone agreement will not only tighten communication channels but stretch technical support to make sure that the millions of viewers that tune in ABP News every day, have all information at their fingertips.

As part of ABP's 2020 rebranding, its newsroom system has also been upgraded to include newly released features part of Octopus X. The most celebrated features include integrations with Vizrt to streamline and orchestrate workflows of the editorial and graphics teams, and with Primestream FORK to browse for media directly on their Octopus interface. As well as the multisite production that allows all ABP broadcasters to interconnect several Octopus systems to share content nationwide between regions and channels.

# IN INDIA, BROADCASTING SPECIALISTS ARE FAMILIAR WITH AND READILY ADAPT TO OCTOPUS

Remarkably, new licenses for Octopus X have been purchased by ABP News to cover all users within the channels. Residing in the Indian tech market for decades, Octopus is now well-known to a great number of specialists in the field including engineers, editors, and journalists. Making it easier for broadcasters to find the right personnel for their organization, with prior experience on the system to ensure smooth and quick incorporation into the team.

ABP Network's strategic brand overhaul and digital transformation reflect its future-ready ethos reasserting its leadership in the Indian broadcasting market. We are up for more projects and plans together!

*"India is one of our dearest markets, in fact it has triggered our success in the APAC region. Here Octopus has become well-known for being an adaptable and effective solution, and we have had the opportunity to work with a variety of companies including ABP. Our long-term friendship and close collaboration since 2006 say it all. We are pleased to have such great ally and are happy to stand by ABP's side witnessing its successes!" says Miro Rusko.*

# OCTOPUS

## 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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