

SUCCESS STORY

# DUNYA NEWS

Pakistan



خبر کی دنیا

 OCTOPUS

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## DUNYA'S OVERVIEW

### ABOUT

Dunya News provides 24-hour broadcast and streaming options for news and current affairs in Pakistan. The most trusted and notable journalists and hosts from the country bring public affairs, breaking news breakdowns, and entertainment to the global masses with channels that reach the United Kingdom and the United States of America. The network is part of the Punjab Group of Colleges and was founded by political and business mogul Mian Amer Mahmood.

### REACH

Dunya News was launched in 2008 at a time when a free press was more of a dream than reality. With smart, clever, and careful programming, the team at Dunya has created a must-see product on linear, non-linear, and social channels. Dunya TV provides coverage of every district in Pakistan with bureaus globally in the United Arab Emirates, United Kingdom, and the USA. As of November 2022, Dunya was in the Top 5 Highest-Rated Networks.

### CHANNELS

Dunya News has a global reach but doesn't cater to the global crowd, opting instead to bring Punjabi news, talk shows, rhetoric, and satire in Urdu language to the world. Lahore News is the second channel that is geo-cached to the city of Lahore and its audience of potentially 10 million people. Within the channels, the sub-culture of public affairs, talk shows, and satire shows required a newsroom computer system that could collaborate on a grand scale while silo separate staffing groups as needed.



**10 mil.**  
viewers



**19%**  
market share



**800 stories**  
produced daily



**OCTOPUS**



## OCTOPUS & DUNYA NEWS

Dunya entered its 14th year of operation with the newly-launched Octopus system. The relationship started in 2015, and as Dunya expanded and Octopus became a global solution for broadcasters, the relationship was sealed in 2022. As two global powerhouse companies, it was important to meet the needs of an evolving landscape but also required an escalated configuration to installation to training to launch period that broke all records (and language barriers) previously established. Octopus' integration with major vendors like VIZRT, which does Dunya's real-time graphics, made the advanced timeline even more achievable.

Innovation matters, but reputation builds partnerships. The thorough research done by Dunya's executive team showed Octopus was not just a solution - but the best one to replace an aging system.

## IMPRESSIVE INTEGRATION

One of the top questions Octopus team members get when talking with potential new clients is, “Will this work with my systems?” The exhaustive list of third-party vendor synchronicity is as impressive as the Octopus tech’s ability to create adoptions with new systems or location-specific products.

The Octopus team didn’t flinch at the one-month timeline laid out by Dunya. Even the language barrier of an Urdu language base didn’t prevent communication breakdowns.

The intuitive nature of the Octopus NRCS and customer-focused creation of customized workflows made this adaption easy for trainers and users.



“We aimed to equip Pakistan Media Industry with state-of-the-art technology and high-end solutions for 24/7 News Coverage. Our own NRCS was facing some technical problems affecting the daily news operations. That's why we started to search for a system that could provide stability in operations and could integrate with our existing infrastructure. Implementing the Octopus system was the first step to introducing the latest technology in Dunya TV. Octopus NRCS exceeded all our needs. We had very little time to implement the Octopus news production system. Along with the Octopus professional technical team, we installed, configured, integrated, trained, and commissioned Octopus in a record time duration of 1 month,”

comments **Zubair Rasheed, Head Of Technical Operations at Dunya Media Group**

## POISED FOR PROGRESS IN PAKISTAN

The Pakistani news landscape is competitive. The Dunya team offers silos of shows under a wide-berth umbrella, requiring a system everyone can use but simple enough to customize controls for users on each product across multiple platforms.

With a manual workflow in 2022, the Dunya team needed the adaptive interface Octopus offers with custom rights and restrictions for each user. Octopus doesn't limit workgroups to pre-defined settings, and that was appealing to the Dunya team that needed extensive flexibility.

Not only did Octopus adapt to the current needs of Dunya News and its subsidiaries, but it also poised them for greater success in the future.



“We helped Dunya News to implement the modern MOS-based workflow. As Octopus NRCS was the first step towards the latest technology introduction in Dunya, it also justified the freedom-powered vast list of Octopus Newsroom technology partners. During our projects, we typically consult the customer's choice of newsroom infrastructure, which many customers embed into long-term IT plans. Octopus entertained mainly the flexibility requirements of the Dunya Team,”

**comments Jan Polak, Head of projects APAC.**



## 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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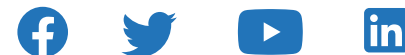
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