

# SUCCESS STORY

# SERTV

# Panama



@ 2023 Octopus Newsroom. All Rights Reserved.







## SERTV'S OVERVIEW

By law, the Panama broadcaster we now know as Sistema Estatal de Radio y Televisión (SERTV) has been legally entitled to provide news since the mid-1900s. By choice, the SERTV State Radio and Television System are now using Octopus to do so.

As the radio and broadcast provider evolved, SERTV started the new millennium in Altos de Curundu. In 2004, a revamping of the state-run organization pivoted to four media outlets, including one television station and three radio stations.

*"The State Radio and Television System (SERTV) will have the objectives of serving as a means for the formation, integration, and dissemination of culture and support to State and private institutions in the dissemination of historical, ethnic, spiritual, civic, and moral values."*





## ABOUT

SERTV, as it's now known, went through several iterations dating back to 1967 when a closed circuit station operated at the University of Panama. October 11, 1971, brought one hour of news on weekdays. In 1975, the team moved into a 27 square meter space, with barely enough room to fit more than two people. Three years later, Canal Once Telexperimental went on the air to improve information sharing with the public. More frequencies were added over the years, and by 1980, collaboration with Japan led to 40 employees being trained. 1999 brought the team into a new building, and in 2005 another iteration of government-sanctioned broadcast and radio evolved, hosting one television station and three radio stations.

## REACH

SERTV is a nationwide network with a 10% reach at peak primetime slots.

## CHANNELS

The television station is SERTV, and the three radio stations are Nacional FM since 1969, Crisol FM since 2006, and Nacional AM, inaugurated in 2009.



**40**

Octopus Users Trained



**10%**

reach at peak primetime slot



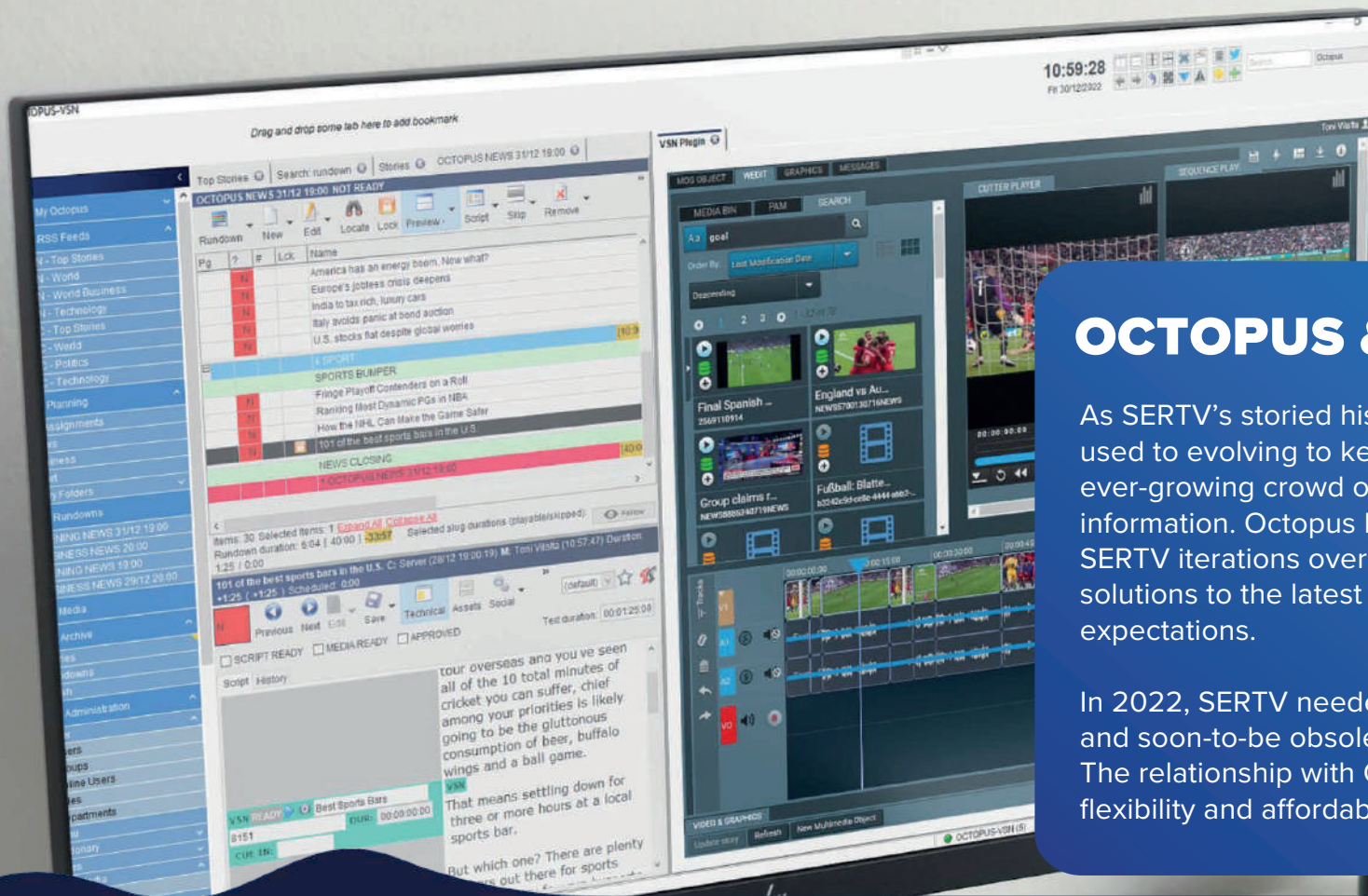
**Octopus NRCS**

replaced Avid's iNews



**OCTOPUS**





## OCTOPUS & SERTV

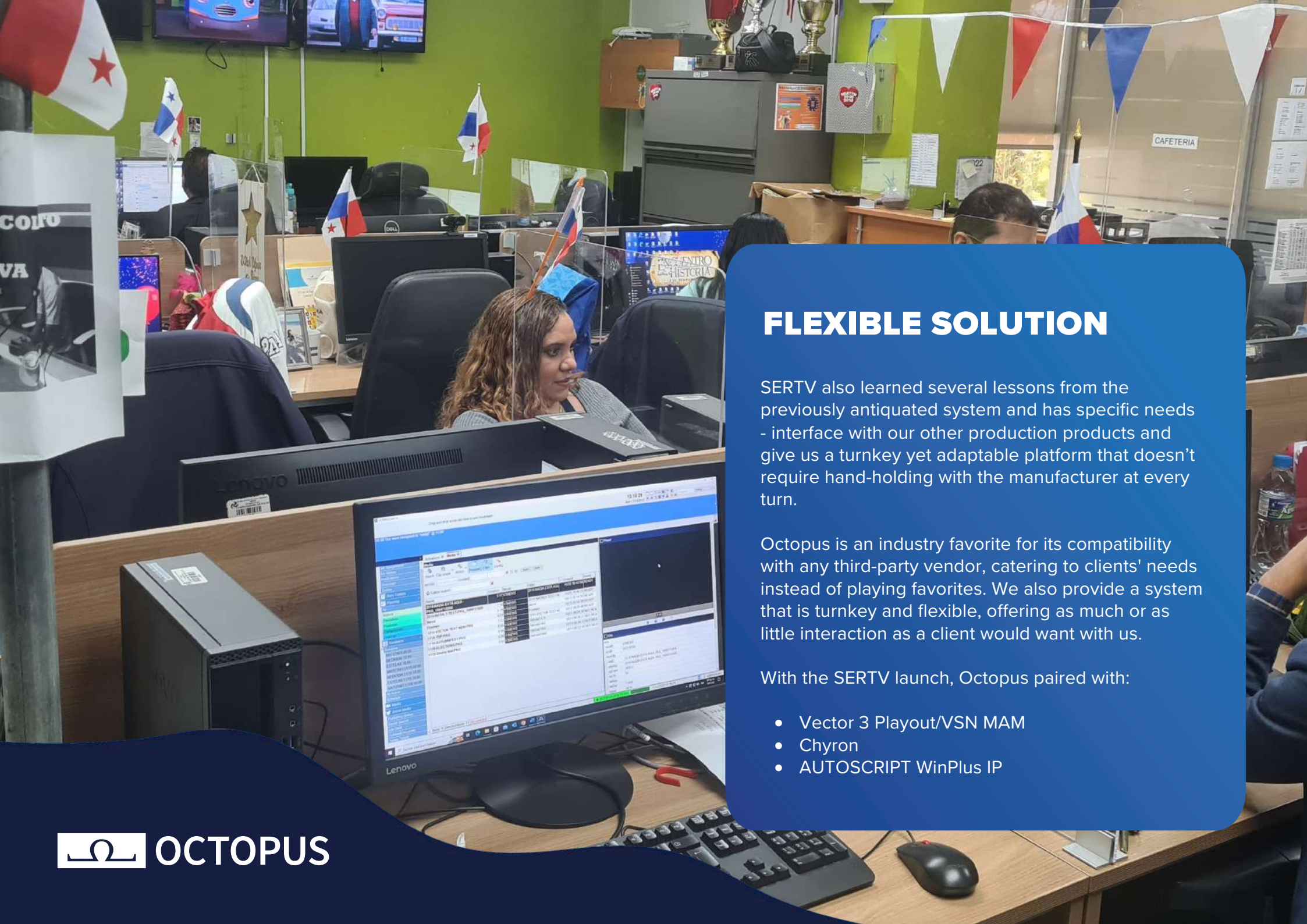
As SERTV's storied history shows, the organization is used to evolving to keep up with the demands of an ever-growing crowd of news consumers, hungry for information. Octopus has built relationships with the SERTV iterations over the years, always coming up with solutions to the latest challenge and exceeding expectations.

In 2022, SERTV needed to replace an aging, expensive, and soon-to-be obsolete newsroom computer system. The relationship with Octopus got us the pitch. The flexibility and affordability of Octopus got us the project.

*"We needed a system that was adaptable, customizable, and affordable. An entire nation depends on us for information. As technology leaps forward, we needed a system that advanced with it, and we didn't have that. Octopus didn't just give us the best price. They gave us the best value and a wealth of expansion options that make us save in the long run,"*

comments **Antonio J. Pérez F.**, the Head of Engineering Department at SERTV





## FLEXIBLE SOLUTION

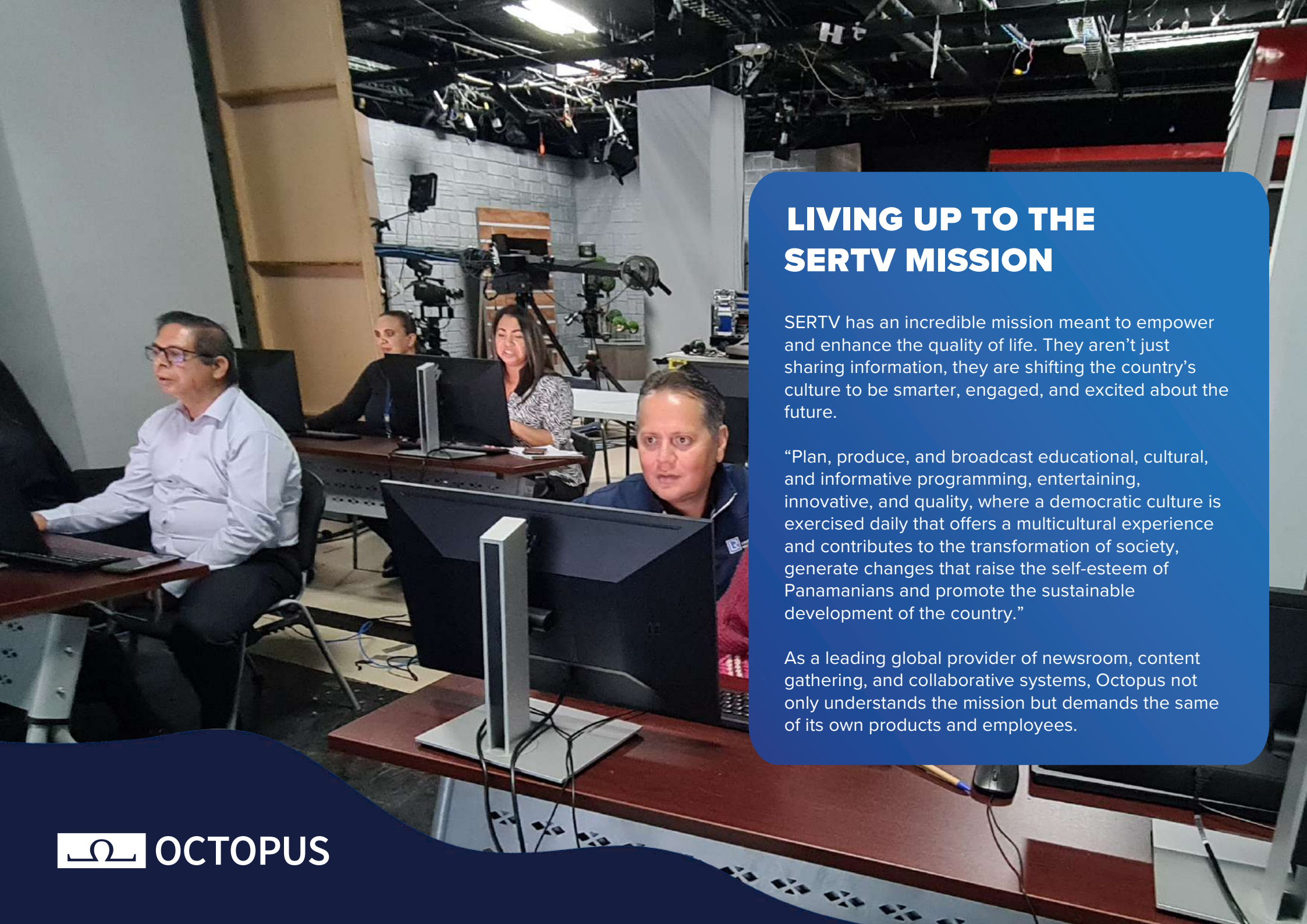
SERTV also learned several lessons from the previously antiquated system and has specific needs - interface with our other production products and give us a turnkey yet adaptable platform that doesn't require hand-holding with the manufacturer at every turn.

Octopus is an industry favorite for its compatibility with any third-party vendor, catering to clients' needs instead of playing favorites. We also provide a system that is turnkey and flexible, offering as much or as little interaction as a client would want with us.

With the SERTV launch, Octopus paired with:

- Vector 3 Playout/VSN MAM
- Chyron
- AUTOSCRIPT WinPlus IP





## LIVING UP TO THE SERTV MISSION

SERTV has an incredible mission meant to empower and enhance the quality of life. They aren't just sharing information, they are shifting the country's culture to be smarter, engaged, and excited about the future.

“Plan, produce, and broadcast educational, cultural, and informative programming, entertaining, innovative, and quality, where a democratic culture is exercised daily that offers a multicultural experience and contributes to the transformation of society, generate changes that raise the self-esteem of Panamanians and promote the sustainable development of the country.”

As a leading global provider of newsroom, content gathering, and collaborative systems, Octopus not only understands the mission but demands the same of its own products and employees.



*“Our team has worked with clients from LATAM to Asia, Europe, and many in between. We believe in providing a system that is exemplary on its own but comes with unprecedented customer service, preparing for daily news dissemination, and also the future of content sharing. We would like to thank our integration partner, DATASERVE, S.A, whose team was very helpful and did a great job, ”*

comments **Gianluca Bertuzzi, Sales Manager Africa & Latin America**



[g.bertuzzi@octopus-news.com](mailto:g.bertuzzi@octopus-news.com)



**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.

---

### HEADQUARTERS

OCTOPUS Newsroom s.r.o.  
Nad Tratí 6, Prague 6 160  
00, Prague  
Czech Republic

### AMERICAS BRANCH

OCTOPUS Newsroom  
Americas Inc.  
509 Madison Avenue,  
Suite 1510,  
New York NY 10022 USA

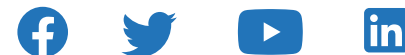
### ASIA-PACIFIC BRANCH

OCTOPUS Newsroom  
APAC Ltd.  
105/1 Meesuwan 3 Alley, Sukhumvit  
71 Road, Prakanong Nua Sub-  
district, Wattana District, Bangkok  
10110, Thailand

## CONTACT US

[info@octopus-news.com](mailto:info@octopus-news.com)

## FOLLOW US



## STAY TUNED

Receive e-mails from Octopus to learn more about our solutions for news production.

Visit our website [www.octopus-news.com](http://www.octopus-news.com) to read our freshly squeezed news and to subscribe to Octopus Newsletters.

