



## CASE STUDY

### The role of WHATS'On in the MAS-project **DR (Danish Radio)**

Customer  
DR  
Public broadcasting station of  
Denmark

Project  
MAS-project: Media Transmission  
System

Highlights  
New building DR BYEN and ditto  
technology and infrastructure

Key dates  
Customer since 1997  
First production date: 1998  
WHATS'On version: 19.40

## WHATS'On as a crucial backbone in DR's new multimedia environment.

To stay ahead of the fast changing multimedia environment, DR (Danish Radio) started the immense MAS-project. As part of the new futuristic building, a completely new transmission and continuity system was established, preparing DR for a real multi-media broadcasting environment. MediaGeniX' channel management system WHATS'On plays a crucial role in managing and scheduling this cross-media information.

Lars Lønnqvist, project manager at DR: "Since we are a public broadcasting station, it is not our job to choose the media, the people have that choice." This insight was the initiator of the MAS-project. Hence, the new building, called DR BYEN, had to be a multimedia building that gave answer to both the fast changing demands of the spectator the technological challenges that come with it.

### Overall changes - the MAS project

MAS is a Danish acronym for Media Transmission System, i.e. the whole process of planning and bringing content to the public on all media platforms. The project scope was launched in 2002, the actual implementation started in 2005 and by the beginning of 2008 everybody - besides the radio continuity department - was already working in the new, almost futuristic environment. In the meantime, DR managed to transmit the way they always did, making the huge move almost invisible the viewers.

The MAS-project had an enormous impact on almost every aspect of the station. Lars Lønnqvist: "Nothing about the project was easy." The huge number of contractors and the complexity of integrating all aspects of a multimedia environment have made this project one of the most interesting ones in the modern European media scene.

### Planning and continuity

The most radical change in the project, is the one concerning planning and continuity and the whole process in between. DR always had full confidence in WHATS'On and its

capability to play a leading role in the MAS-project. After all, DR and MediaGeniX already have a long history of partnership together (DR has been a customer of MediaGeniX since 1997).

During the project, WHATS'On appeared to fit seamlessly in the new environment, as it already contained the vast range of functionalities required within a complex multimedia set-up. Only some fine-tuning took place in the form of custom developments for DR-specific requirements.

Lars Lønnqvist: "The role of MediaGeniX in this story has always been one of a partner, a mediator who was involved in the entire process. Although it was not always easy for everyone to get comfortable with the new system, most users were quickly convinced of the benefits of working with WHATS'On. And they are increasingly better at it."

"In the past, WHATS'On was only used as a planning tool. In the meanwhile we work in a new, demanding and complex multimedia environment, in which WHATS'On plays a vital role as the central backbone." WHATS'On gives information to a wide range of other systems such as EPG's, teletext, internet, playout systems like Pro-Bel's "Morpheus", music reporting, etc.

### Future challenge

According to DR, the challenge for the future will be to stay one step ahead of technology. In other words, MediaGeniX will have to take on the challenge to find ways to use WHATS'On for the media of the future. However, DR is convinced MediaGeniX will succeed in this quest. Lars Lønnqvist: "In the past 15 years, MediaGeniX always understood its clients and managed to stay ahead of the market. So I would be very surprised if they wouldn't be able to do the same for the media of the future as well?"

At DR, WHATS'On manages 2 TV channels (DR1 and DR2)



and about 38 radio channels, of which the most important are:



More information about DR can be found at [www.dr.dk](http://www.dr.dk)

*"Since we are a public broadcasting station, it is not our job to choose the media, the people have that choice."*

Lars Lønnqvist  
Project Manager at DR

### ABOUT DR

The Danish Broadcasting Corporation is Denmark's oldest and largest electronic media enterprise. The corporation was founded as a public service organisation and now DR is an independent, licence financed public institution. DR offers television, radio and multimedia products. The aim of DR as overall public service is to provide the Danish population with a wide selection of programs and services, via television, radio and internet, comprising news coverage, general information, education, arts and entertainment. Concerning the range of programs provided, DR aims at delivering quality, versatility and diversity.

*A Dane, from the age of 3, on average spends 17 hours and 34 minutes per week watching television (2006). 32,4% of this time is spent watching DR TV.*

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