



**ANTV**

**ENHANCING PRODUCT PLACEMENT SHOWS WITH INFINITYSET**

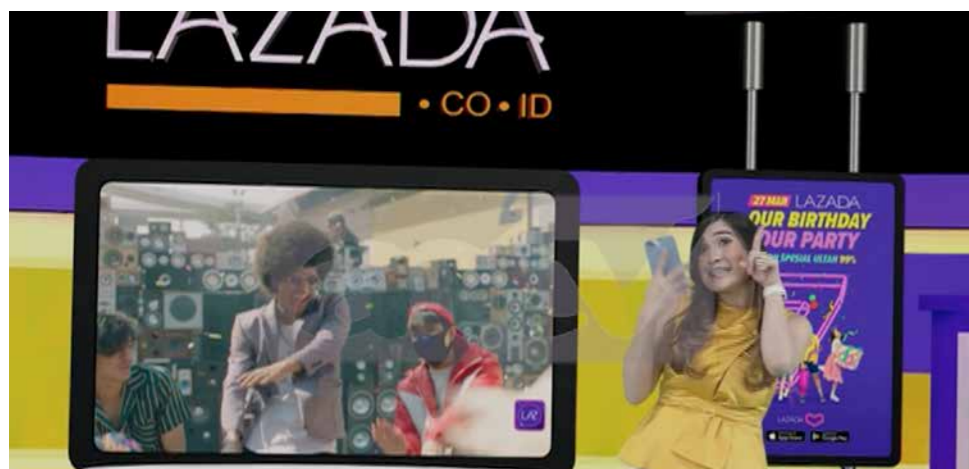
The Indonesian free-to-air, private channel ANTV selected InfinitySet to fully produce entertainment programs, including the Virtual Quiz show, that wisely combines the entertainment with brand and product promotion.

ANTV is an Indonesian free-to-air television network based in South Jakarta. It is owned by Visi Media Asia, a company started in 2004 by Bakrie Global Ventura, which owns other media including the online news website VIVANews and two television channels, tvOne and ANTV. These media broadcast news, sports,

and lifestyle content on traditional and online platforms. ANTV was launched on January 1, 1993 as a local television station in the Lampung province. In the same month it was awarded a government license for nationwide broadcasting, and moved its studio to Jakarta.

On April 30, 2006, Rupert Murdoch's News Corporation, through STAR TV and Fox International Channels, bought a 20% stake in ANTV. As of today, ANTV has 24 relay stations covering 155 cities across Indonesia and reaches 130 million people.

ANTV recently acquired an InfinitySet to produce their Virtual Quiz (taping) show, which normally involves one or two hosts or actors, promoting a specific brand or product (product knowledge) broadcasted at a specific show. InfinitySet was selected to replace the hard sets the show normally used, which required to be updated for each customer. Such customers, ranging from IT and consumer technology to food companies, promote their products



on the show itself, so using virtual set technology for the show was a no-brainer. As ANTV realized the advantages of using virtual set technology in terms of cost savings, props manufacturing, ease of use or production optimization, the company decided to invest in virtual sets. On top of that, InfinitySet provides fully realistic virtual sets, and also allows to easily change the graphics according to the products.

an InfinitySet workstation receiving the signal of two fixed cameras, that can take full advantage of the TrackFree™ capabilities of InfinitySet, adding further flexibility with virtual camera dettaching, moves and flies of the fixed camera signals, which means ANTV can fully produce the complete show with InfintiySet. Additionally, for better integration with their current workflow, InfinitySet includes the 3DMax Importer plugin to directly import the virtual sets.

The complete system comprises

“We chose InfinitySet among the other options currently available in the market due to its functionality and price. For me, Infinity is a friendly 3D virtual set software which makes virtual set production easier and more efficient”

**Nirwansyah Naingolan**  
 IT Manager, ANTV

After starting on-air, ANTV produces around 20 shows a month with a significant sales increase.

**WORKFLOW DIAGRAM**

