

# CASE STUDY Antena 3 TV

## About Brainstorm

Established in 1993, Brainstorm Multimedia provides industry-leading real-time 3D graphics and virtual set solutions for all broadcast graphics types and workflows as well as for feature film production and 3D real-time presentations. Brainstorm customer list include many of the world's leading broadcasters plus a large number of smaller and regional stations.

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## Virtual Reality Elections

Antena3 and Brainstorm enjoy a long and productive history together. That's one of the reasons why the channel, that already made a significant upgrade to News department, when faced the challenge of creating the most advantage elections coverage of its history counted with Brainstorm as technology partner to display the best quality on-air graphics.

Brainstorm has partnered with Antena 3 since its very beginning. Already in 1993 the weather virtual set was a relevant accomplishment, as it presented in real time 3D worlds, complex animations with continuous camera movements, etc. A show so advanced that could still run effectively even today, because of the intense usage of the virtual reality and its advanced graphics. This collaboration meant the democratisation of Virtual Reality in live shows, in real time.



# History

This collaboration extended later to other shows such as the first virtual set on the presentation of "Shows from the Distant Earth" with Mike Oldfield. Later, in 1996, the coverage of the general elections was done with Virtual Reality and live on-air 3D graphics, and shows such as "Desesperado Club Social" and "Espejo Público" had made intensive usage of the Brainstorm toolset to achieve a distinct image and fully exploit the possibilities of today's audiovisual technology.

# Antena 3 TV

## Virtual Reality Elections

*"We performed an unexpected radical change, as we wanted to cover the elections in a different way, combining visual spectacularity with rigorous information. Brainstorm provided the 3D real-time graphics technology at the service of the image we wanted, and they did it while adding a plus in realism. We combined technology and live production for a final result that was perfect".*

**Jesús Lozano**  
Image and Production Manager

The year 2011 was a convulsive year in Spanish politics, as in a matter of months the country faced both local, regional and general elections, what meant that, in practice, almost any political position could change its holder, as it happened in many cases.

This, along with the interest of most of the audience in the process, meant that the coverage of those events were a first level

informative event to which the broadcasters had to give the importance required.

Antena 3, the oldest private television channel in Spain, just finished an important refurbish of its News installations. According to Jesús Lozano, Image and Production Manager, they looked to "create an open space, directly communicated with the more than 90 persons of the News

department, and at the same time flexible enough to create various environments while optimizing the space". This flexible set, located at the very heart of the newsroom, consist of different multifunction revolving circular podiums that could include the presenter's tables, coupled with giant, wall-sized LED screens that provide different still and moving backgrounds to the set.



The proposal to the News director to produce the elections programs contemplated the utilisation of all the possibilities of those spaces to "create a new way to cover the elections", adding value and spectacularity. The idea was to increase the use of technology to add value to the real-time information, avoiding empty speech that provides detailed data presented in a format accessible to all audiences and built around the data itself.

The co-ordination between the News direction, program managers and technical department is essential in this project, and



they were all finely aligned in the concept and final production. The final concept contemplated a set with powerful visual scenery that used all the space available in the News set taking the most out of it. Visually, the scenery conception required all graphics to be clearly seen, providing all the information and supporting the presenter that also interacts in real time with the continuously changing data.

Also, interactive and virtual graphics were prepared for the wall screens as supporting data. The program used on 3 main set stages, apart from the external connections:

- Presenter space, with 3D Augmented Reality graphics.
- Virtual graphics displayed in the giant LED wall screen.
- Debate space, an expert panel table supported with virtual graphics of Augmented Reality displayed on the table.





All of the sets shared the newsroom space, each one with its own space, personalisation and objective. Then the live external connections were supported with graphics such as keys, tickers, etc. Even while advertising spaces the virtual set was visible, showing the updated graphics in real time.

The program required 3 different productions, one for the debate, another for the main data and the third one for the raw data, all supervised by the news control room that provided the final signal. Everything happened in the same stage at the same time, which, as Lozano says, "demanded an absolute control of the cameras,

that were sometimes shared, so it required a great deal of rehearsal and coordination".

For the creation of the real-time virtual graphics Antena3 trusted in Brainstorm's production services department,



to support the broadcaster's own resources, that incorporated numerous ideas and suggestions presented by Brainstorm. The program integrated a total of 6 eStudio Global systems, plus backup systems and previews for the presenters. Three of the systems worked with the sensorized cameras (a crane, a pedestal and a zenithal camera that displayed the graphics placed over the debate table), the fourth for the giant LED wall screen and the last two for the full screen graphics, tickers, lower thirds, etc.

For the general elections, on the contrary, the idea was to provide the data as past as possible, aiming to be the first media in providing the latest data. To achieve this, the channel avoided all spectacularity to prime the sensation of immediacy, pursuing an image of pure information and less analysis on the first stage. We have to bear in mind that the audience today has access to the multiple data sources available (television, radio, internet...) and being the first delivering the information is a real challenge.

In this case, all systems received the data in real time from the data



provider, and transformed them in the different graphics that were continuously on air. The Brainstorm team received the raw data and parsed them so they could be managed in a purpose-built database. This database was accessible by all Brainstorm systems, that presented the data in real time depending on the requirements of the channel at anytime. With this process it was possible to publish and display the data in a fast and efficient way, avoiding possible bottlenecks.

"We tried to put the technology at the service of the story at anytime, that is why the tone and final result of each program varied depending on the

needs of the moment. Sometimes the information requirements, what the audience expects or the tone of the communication make the final production and the resulting image to change so they can reflect those variables. That is why we had spectacularity when it was required and sobriety when needed." Says Jesús González Úbeda, News Services Production Manager.

