



EVERYTHING YOU NEED TO KNOW.



# SKY SPORT SIGNS A 5 YEAR PARTNERSHIP AGREEMENT WITH X·NEWS

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*The requirements for newsrooms are constantly changing. Sky Sports News has already been intensively modernizing its production chain since 2017 and is bridging the gap between classic topic planning and modern content research and production with x.news™.*



*“We have been very satisfied with the initial configuration, support and subsequent adjustments to the UI, data sources and API connections. Bug fixes were implemented as patches within a few days by the x.news™ development team and in very close cooperation with us.”*

**- Isam Romdhane**  
Head of Media & Technical Operations

## THE CHALLENGE

Content is no longer produced for just one media channel - assets need to be created in different versions for linear TV, social media, web, app and OTT. Topic planning, research and actual production take place in different systems.

Editors need to monitor numerous sources and transfer critical materials to production that fit the story-centric focus of modern reporting.

## THE GOALS

- Easy monitoring of different sources at a glance
- Reduction of unnecessary downloads
- Fast and independent transfer of breaking news by the editors, including videos into production

## THE SOLUTION

With x.news™, you can work from a simple “cockpit” - both as a stand-alone app and as an application within the Avid Media Central platform. This allows editors to prepare scripts, edit video and audio assets in parallel, or transfer 1-to-1 directly into a live news rundown. File ingest of various assets can be performed directly by the editor.

*“Cloud and web-based workflows help journalists with their storytelling. This investment will allow us to introduce multiple and scalable opportunities for significantly smarter and more efficient workflows.”*



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## THE OUTCOMES

- **Savings in storage usage of up to 80%:** Thanks to the x.news™ MediaTransfer workflow, the number of automatically delivered clips per day has been reduced from 100 to around 20, downloaded specifically.
- **Journalists can now autonomously transfer,** among other things, agency clips from SNTV (in hi-res) to the target system and then broadcast them on-air, or publish them in the Sky Sport app.
- **The enormous speed** assets are made available now means a huge increase in efficiency -and with breaking news, of course, every minute counts!

A five-year partnership requires constant innovation and customer-oriented work on the product.

Prompt and uncomplicated virtual meetings, to achieve optimization to individual customer needs, are an essential part of the company's philosophy.

*“In the next step, we would like to look at the possibilities of using x.news™ also as an editorial collaboration tool for medium and long-term topic planning.”*

As a central ingest of file-based agency and social media clips, x.news™ eases the burden for organizing the operational tasks and ensures consolidation of technical resources such as ingest, transcoding and archiving. In future, Sky Sport Germany will continue to simplify the traditionally complex and time-consuming editorial tasks with intelligent workflows.

**Are you interested in a live demo of the application?**  
**Make an appointment with us via [office@x-news.eu](mailto:office@x-news.eu) and get to know**  
**numerous other benefits for your project!**  
**Visit us at <https://www.x-news.eu>**