

IN PRODUCTION

a United Magazine  Edition 2 2020



UNITED

Covid19 Edition

Stay safe | Stay UNITED





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Words coming from: René Delwel & Joris Boerhof

IT TOOK US A FEW DAYS FROM THE MOMENT WE THOUGHT: 'OH, THIS IS GOING WRONG' UNTIL A VERY LARGE PART OF OUR PROJECTS HAD VANISHED. ON WEDNESDAY WE TALKED ABOUT A POTENTIAL EVENT, THAT WEEKEND, IN BRABANT. COULD IT, EVEN WITHOUT AN AUDIENCE? ON THURSDAY EVENING THERE WAS 'THE PRESS CONFERENCE'. AFTER THAT EVERYTHING CHANGED.

In the first weeks after that press conference, we were mainly busy with productions that were in progress to carry them out as safely as possible. That confronted us with challenges: how do you keep a distance of 1.5 metres in a production set, an edit set or in a studio? In agreement with our customers, we quickly developed new protocols, made technical adjustments and cleverly divided up the operational teams to avoid unnecessary staff rotations. Office employees started working from home; we delivered their office chair and computer monitor at home. TEAMS and ZOOM have been working overtime at United. It's a great advantage that our company doesn't lack network and computer resources! The loss of demand that we are experiencing has financial consequences and we are working hard, in consultation with our holding company, to deal with this as best we can. The NOW regulation luckily reimburses a large part of our labour costs in the first three months of this crisis, but we have to really go the extra mile to fill the financial gap. We are trying to pay attention to the costs where possible which sometimes has unpleasant consequences: for example, we can hire (much) less freelancers now. We also notice that the new world is becoming

used to the new situation. The focus is shifting from damage control to searching for new possibilities. We also notice that the world is becoming accustomed to the new situation. The focus is shifting from damage control to the searching for new possibilities. Together with our customers, we are investigating how we can create programs in this new 1,5 meter environment. In some cases we may find the answer in technology, in other cases we have to 'work in a different manner', or adjust the format slightly. Fortunately, with Quadia, our company for the business market, we were prepared for the enormous demand for webinars and online Q&A. We were able to effortlessly continue and scale up to match the demands. Creative ideas for new projects and technical innovations are popping up everywhere. We are proud of our talented staff, who are the backbone of our business, and whose flexibility and dedication will pull us through this period. Now more than ever, we can clearly see that together they are what United is all about.

We look forward to a time where everyone can feel completely free and safe again, yet it will not be the same as it used to be.

Together we search for new solutions

BEING INVOLVED IN THE FIELD OF MEDIA REQUIRES A LOT OF CREATIVITY FROM THOSE WHO CREATE AND INVENT PROGRAMS. THIS WAS ALREADY THE CASE BEFORE THE CORONA CRISIS, THE ONE AND A HALF METRE MEASURES MAKE OUR WORK EVEN MORE CHALLENGING. FORTUNATELY, WE STILL KNOW HOW TO SUCCESSFULLY MAKE PRODUCTIONS TOGETHER WITH OUR CUSTOMERS. WE RECORD PILOTS WITH ACTORS AT DISTANCE AND MAKE PROGRAM HOSTS ACTUAL TECHNICIANS: MAKING TV IN THE YEAR 2020!

Even tot hier

Now that Corona makes the presence of a live audience impossible, program makers who depend on their audience face quite some challenges content wise as well as technically. With results that are always great. For example, producer Medialane managed to continue the program 'Even to here' in an alternative set-up. Instead of welcoming an audience of 100 people into the studio, they made them virtual spectators through a large LED screen. Our technicians had to monitor the audience. Is the connection good? Can the people keep track of everything? What does it look like exactly? A hundred people playing along from home: it was a new challenge that we took on with confidence with the whole team. To make sure that the actual recordings would go well, we asked several of United's colleagues to help us with the test recording. And with success!

For this production, under the direction of director Henk van Engen, we supply a 7-camera multi-camera solution, three of which are manned. In addition, we take care of the distribution to the broadcaster (station) through our livecenter and we supply separate ENG teams for the recording of the musical moment at the celebrity's home or in the studio. Audio is an important part of this program. In order to be able to work at a safe distance from each other we supply our audio truck (the OB17) next to the OB for the two sound recordists Ronald Trijber takes care of the music and Rick van Dam is responsible for the rest of the program.



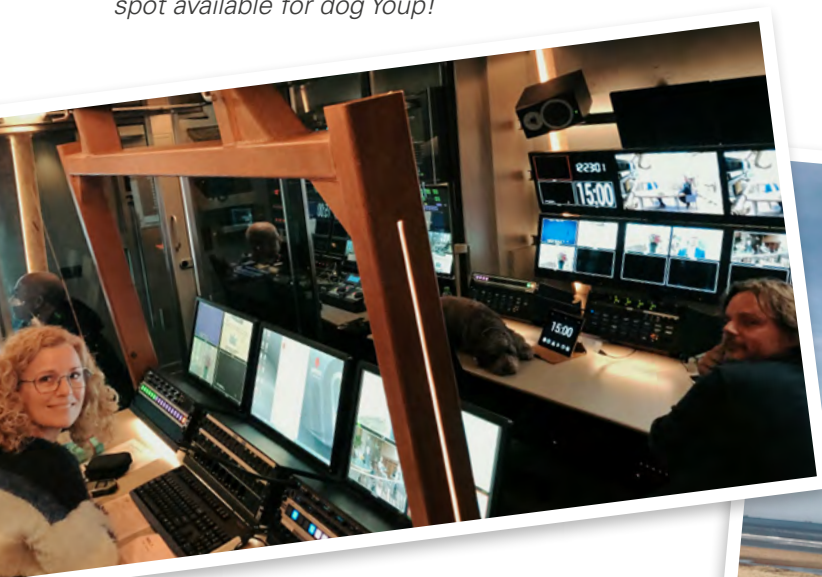


Business Class with Jan Priester

We are fortunate that despite the numerous cancellations we still are working on a weekly and daily basis. With respect to all the regulations, Business Class will also continue 'as usual' together with director Jan Priester.

On the promenade of the Noordwijk coast we're working in a slightly larger OB unit than the usual smaller HOL7. In this way we can work with a bit more distance from each other and there is even a spot available for dog Youp!

'The Hotels van Oranje' are closed, because all congresses have been cancelled. Through a side entrance we enter the set and there we immediately see the necessary adjustments that have been made: no audience, interview-guests are at a considerable distance from one another, there are not as many cameramen and riggers and even the loyal fans of Harry Mens are missing in the audience. By carefully discussing things with each other, space is created on the production floor, allowing everyone to do their work in a safe way. Everything is different, but somehow there's a great spirit and it's great to 'just' again create an episode of Business Class.



With respect to all the regulations, Business Class will also continue 'as usual'



Beau blijft binnen

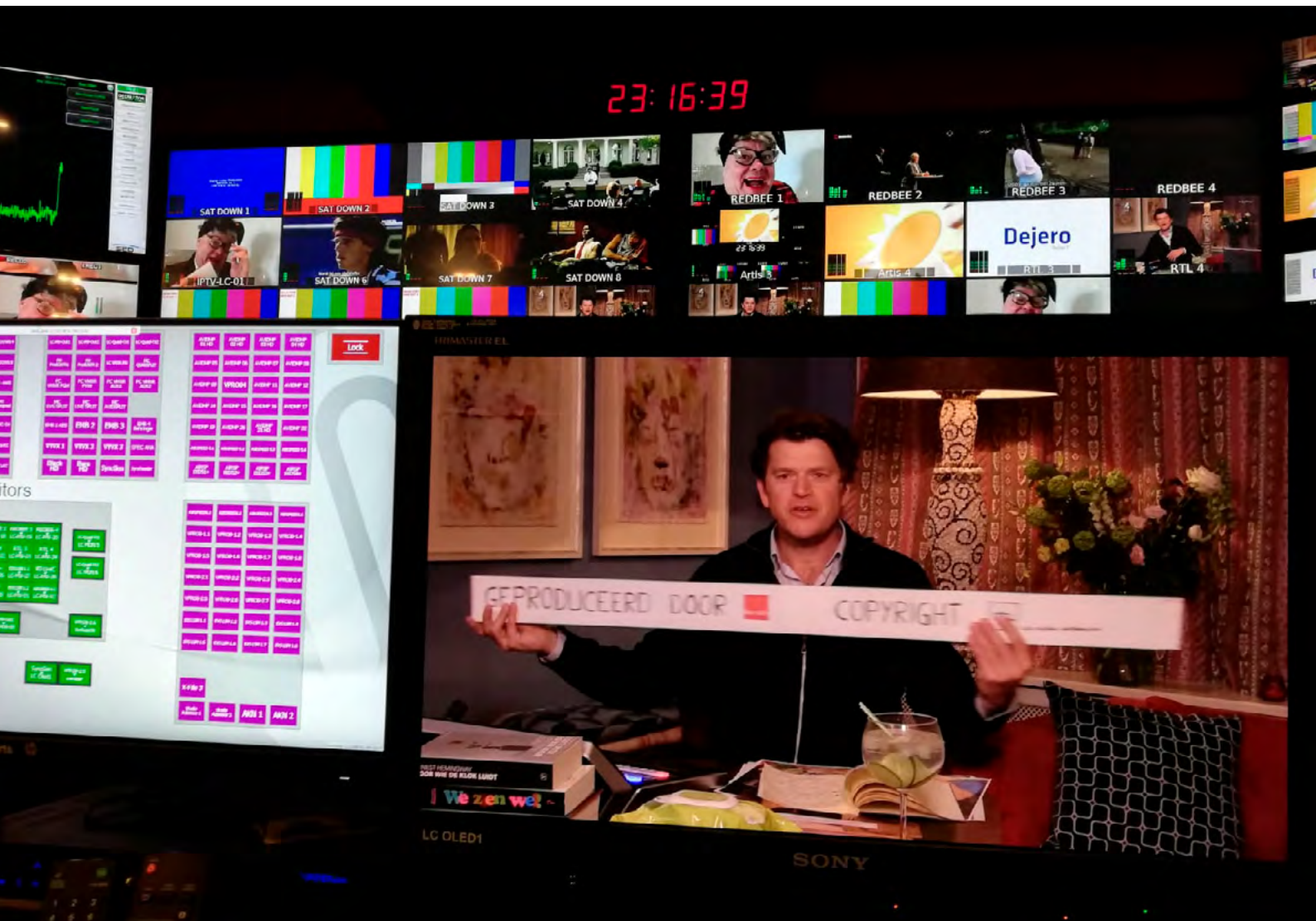
Beau van Erven Dorens is a one man crew for his program 'Beau Blijft Binnen'. From his own living room he is presenter, director and technical director of his own show. How awesome, that we are able to help with all of that!

Beau van Erven Dorens is presenter, director and technical director of his own show.

In 'Beau Blijft Binnen', Van Erven Dorens talks to a variety of guests each weekend about topics that are currently keeping us busy.

For Blue Circle, we came up with a workflow in which the technical system operated by Beau is connected directly through internet to our Livecenter in Hilversum. From there, we transfer the signal to RTL through fibre optic.

It works: the show has been extended due to its success.



Intelligent Workflow

For a customer who has come up with a format that is still possible at this moment in time, we worked together with departments ENG and post-production on a pilot in which actors performed various scenes from home. We edited it into a real episode that should normally have been made on the production floor. And no one had to travel for it!

Automated remote workflow played a crucial role in this production and format. In order to create an effective cooperation between actors, director, editors and producers, we provided various locations with a **RIB (Remote Ingest Box)**. With the RIB the content can be uploaded through internet to our FTP-server, where the content automatically ends up in the right partition.

As soon as the files are uploaded to our server, editors can immediately start working with the files at home using **Remote Editing**

Our workflow automatically knows which actor it concerns on the basis of the RIB's number, and automatically places the content in corresponding folders. All those involved can supply the editors with assigned rights with detailed feedback, or are kept informed of the editing process using our **Frame.io viewing tool**.

Read more about the RIB, Remote editing and Frame.io on page 11 and 12.

United Digital Services

THE VIEWING FIGURES OF LINEAR TELEVISION ARE GOING THROUGH THE ROOF THESE DAYS. THE VIDEO ON DEMAND PLATFORMS ARE ALSO EXPLODING BECAUSE OF THE CORONA MEASURES: BOTH THEIR MEMBERSHIP NUMBERS AND VIEWING FIGURES ARE RISING EXCEPTIONALLY FAST. LARGE VOD PLATFORMS AND PLATFORMS THAT SPECIALISE IN CERTAIN TYPES OF NICHE CONTENT WANT AND NEED TO DISTINGUISH THEMSELVES IN THIS TIME LIKE NEVER BEFORE.


At United, there is one department that plays a major role in this development, it is our Digital Services department that specialises in so-called 'Content Processing'. The United Digital Service team processes VOD content for large Dutch platforms and a large number of European platforms such as Germany, Ireland, Poland, Hungary, Switzerland and Austria.

But what do they do exactly? United Digital Services fulfills an important role in the video distribution chain from the creation to the viewers at home. As a specialist in management and processing solutions, we can record, digitise, encode, archive and distribute video content at super-fast and flawless.

Each VOD platform has its own specific standards and delivery specifications. Because we automate a lot, we are able to process hundreds of titles in every file format and deliver them in every desired form each day.

With the success of our current customers such as KPN, Vodafone Ziggo, Tele2 and the Liberty Global platforms such as Virgin Media (Ireland) and Magenta (Germany), we are very happy that new video on demand platforms are able to find us to support or provide complete services.

We'll keep our distance, but stay United

Keep social distance  and stay UNITED

WEDNESDAY, FEBRUARY 26TH. THE CORONAVIRUS HAD ALREADY TAKEN HOLD OF ITALY AND INFECTIONS WERE SLOWLY BEING DETECTED IN THE SURROUNDING COUNTRIES AS WELL. ON THAT DAY WE APPOINTED A COVID19-TEAM WITHIN UNITED 'IF' THE VIRUS WOULD ALSO AFFECT US. THE NEXT DAY, THE FIRST INFECTION WAS CONFIRMED IN THE NETHERLANDS. SADLY, THE REST IS NOT YET HISTORY FOR THE MOMENT.

Looking back, the first two weeks of the Covid team were almost entirely dedicated to 'doing'. We arranged as many practical matters as possible to allow the regular business to continue and at the same time made sure that we could protect the safety and health of our colleagues in the best possible way. We provided hygiene products and ensured that sites were thoroughly cleaned. We answered questions and continued to inform everyone about what we were currently working on.

Those first weeks also made it very clear where United stands for. When the need arises, we work together, come up with great ideas and plans and offer help where we can. We were able to move from office desks to kitchen tables in no time and came up with smart solutions that allowed the operational process to continue as smoothly as possible.

We received a lot of questions, tips, but sometimes also very welcoming e-mails from colleagues. Colleagues offered to use their vacation days, or to work extra days if necessary. Some colleagues even offered to do other work than they normally do in their daily jobs or brought stuff around to home workers. The crisis brought out the best in us.

The Covid19 team is still very busy on a daily basis with arranging all kinds of practical matters and providing information about them. Fortunately, the hectic of the first couple of weeks has somewhat cleared up, but that doesn't make us any less focused. We have now completed a number of Q&A's and 18 internal updates. Nobody knows where the finishing line is, until we reach it, all our colleagues can keep on e-mailing us with all their questions, ideas, worries and tips!

United's Covid team consists of Astrid Bonefaas (Manager HR), Joris Boerhof (Head of Operations) and Marc Steenbeek (Head of Facility & Studio Management).



'With a fleet of OB trucks we visit our freelance colleagues'

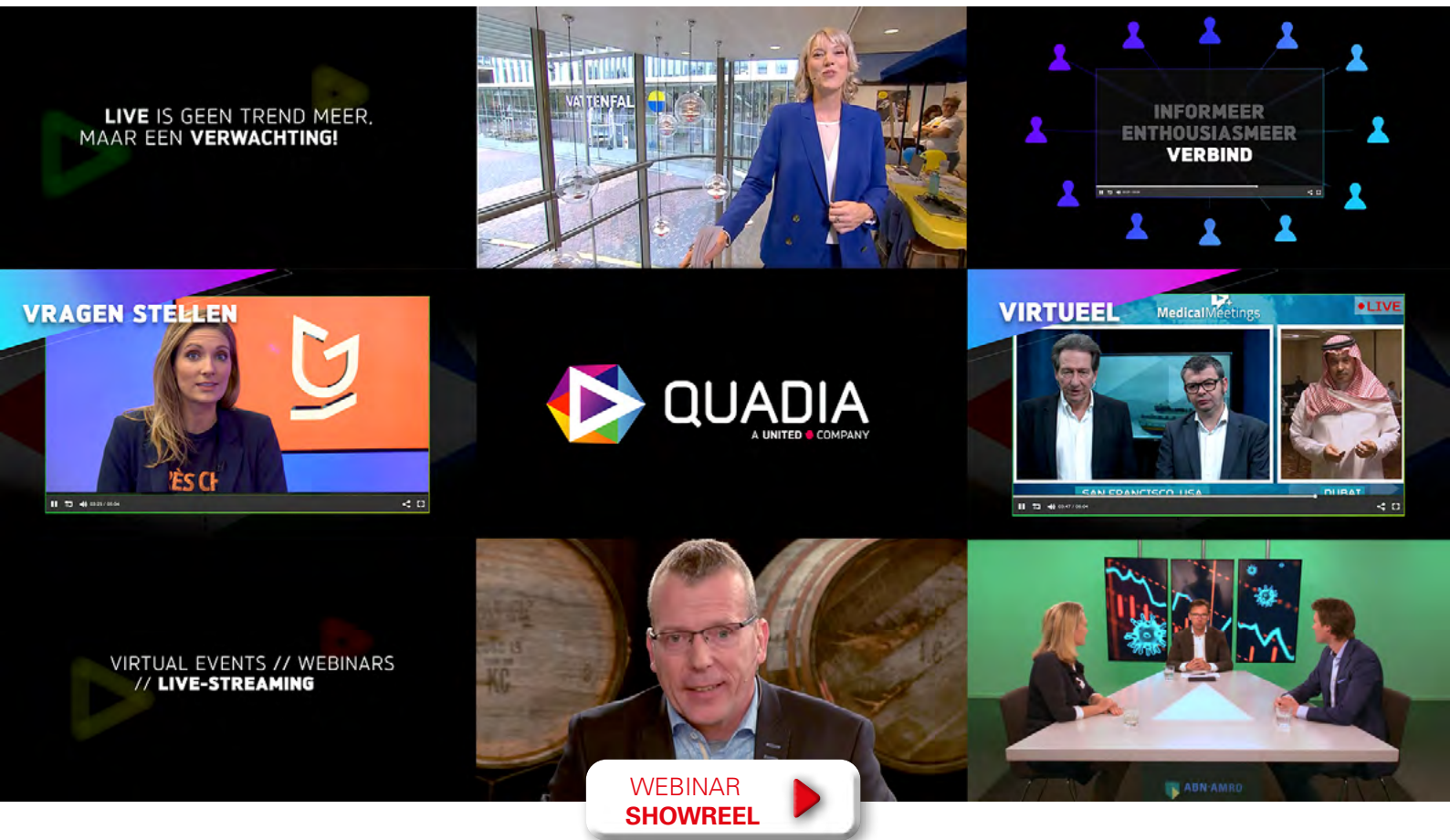
Stay strong and Stay United

As a result of the current situation, our highly valued freelance colleagues have no or little work. Unfortunately, even at United we are obliged to hire them significantly less than usual. Our operational staff of the multi-camera department therefore decided to let them know in these tough times that we were thinking about them and hit the road...

AFTERMOVIE
MEERCAMERA 

Our audio colleagues didn't let their skills go to waste either in these times and drove past several care institutions last week with their 'drive in tape act'.

AFTERMOVIE
AUDIO 



Online communication: from nice-to-have to need-to-have

CORONA SET A PROCESS, WHICH HAS BEEN GOING ON FOR YEARS, IN RAPID MOTION IN THE PAST FEW WEEKS: THE WORLD WENT DIGITAL, EVEN MORE SO THAN EVER. COMPANIES ARE IMPLEMENTING SMART COMMUNICATION SOLUTIONS MASSIVELY SO THAT KNOWLEDGE WORKERS CAN ALSO FUNCTION REMOTELY. AS EVENTS AND MEETINGS CAN'T CONTINUE, ALL COMPANIES ARE TURNING TO WEBINARS, VIRTUAL MEETINGS, VIDEOS AND LIVE EVENTS.

In just a few weeks, online communication solutions have changed from nice-to-haves to need-to-haves. Many organizations are now looking for ways to clearly inform their employees, their customers and other stakeholders. Nearly all corporate events have been cancelled for the upcoming period. Organisations are seeking opportunities to allow these to continue online.

In recent weeks we have seen a considerable increase in the amount of requests. We created online projects for ABN AMRO, Canon, Ahold, La Place and

Centraal Beheer, amongst others. These companies put a lot of effort into online events or virtual meetings, however, with a higher standard for image and audio quality than the traditional conferencing systems.

No one yet knows how long this crisis is going to last. What we do know is that we have to keep working together to overcome it. So it's great to witness how the United and Quadia teams are working closely to ensure the success of these digital projects as well!
[#KeepGoing](#) [#StayConnected](#)

United Anywhere, Anyhow and Anysize

PREPARE YOUR PRODUCTIONS FOR THE COVID19-ECONOMY. WORK SAFELY, SAVE COST AND WORK MORE EFFICIENTLY WITH THE ANYWHERE SOLUTIONS FROM UNITED.



Remote center

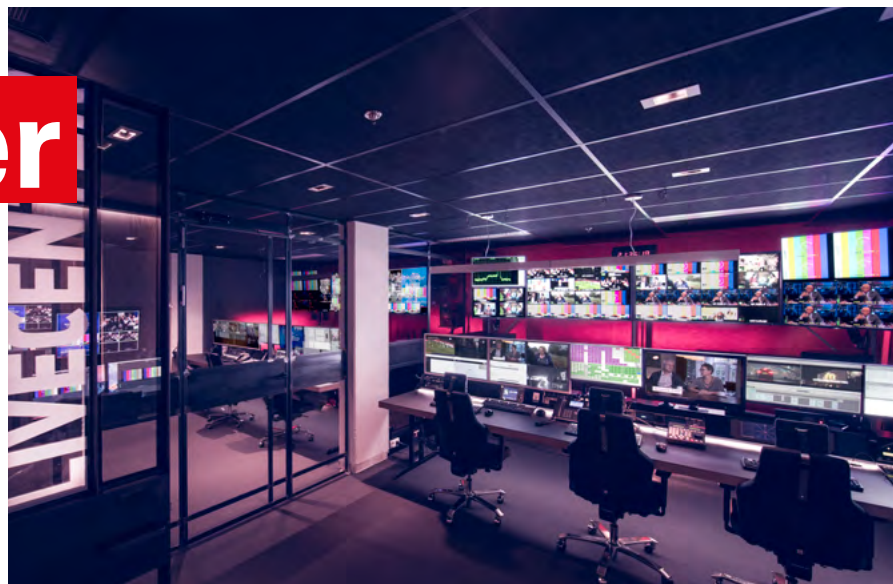
WORK REMOTELY, SAVE COSTS AND PLACE THE PEOPLE AND TECHNOLOGY THERE WHERE IT'S REALLY NEEDED.

- Decentralisation of workplace and technology
- Flexible, reliable and easy scalable
- Modular construction of technology with use of full IP-Infrastructure

Livecenter

UPGRADE YOUR (ONLINE) PRODUCTIONS TO THE NEXT LEVEL

- Live video play outs & final directory
- Live ingest via satellite & fiber network
- Live streaming & online live productions on social media & portals
- Routing and monitoring daily liveshows
- Support workflow Connected Camera Postpro & Frame.io offair ingest



Exclusive fiber connectivity with:

- Studio Leidseplein
- Studio Artis
- Studio Mediahaven
- Studio 31/32 Mediapark
- Studio Aalsmeer
- Studio 33 Hilversum
- United Remote Center
- United Mediacenter
- Videohouse (Belgium)

*With connection to important international hubs like **Redbee MCR**, **RTL MCR**, **KPN AVMC** and **the Media Gateway** and **own up / downlink facilities** we have worldwide access to every conceivable location.*

Connected Camera

AUTOMATED WORKFLOW

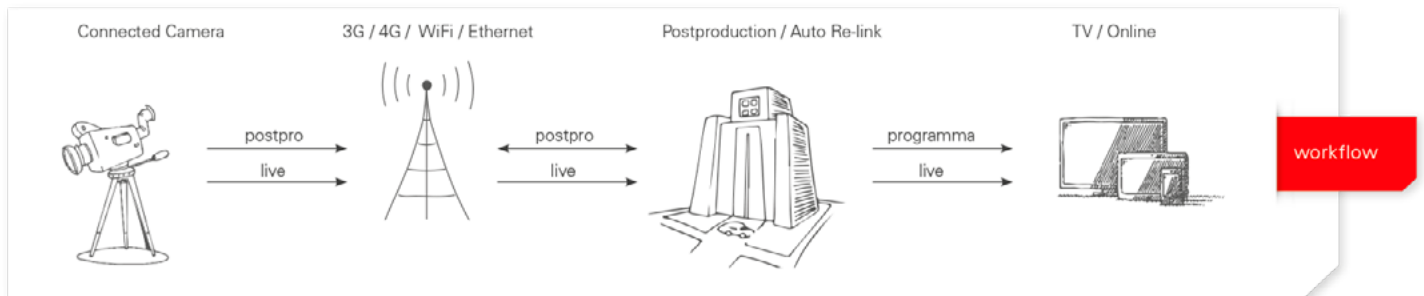
IN THE CURRENT INFORMATION ERA, FAST NEWS GATHERING IS VITAL AND FAST PUBLICATION TO VARIOUS CHANNELS (TV AND INTERNET) IS THEREFORE A MUST. WITH UNITED'S CONNECTED CAMERA SOLUTION IT IS POSSIBLE TO QUICKLY PROVIDE VARIOUS CHANNELS WITH VERY CURRENT AND NEWSWORTHY CONTENT.

- Postpro: Edit while filming
- Live application
- Direct online publication
- Connection with various platforms and newsrooms

CONNECTED
CAMERA



For more information, please visit united4all.nl/en/connected-camera



Remote Ingest Box

UPLOAD YOUR CONTENT FROM ANY LOCATION AND START THE AUTOMATED POST-PRODUCTION WORKFLOW. SECURELY WORK REMOTELY AND SAVE EXTRA TIME AND MONEY WITH **REMOTE EDITING** AND THE **VIEWING TOOL**

- A helpful dashboard gives you real-time insight into all your content.
- The content automatically arrives with the correct metadata in the editing area and is immediately available for editing.
- Works with 4G, wifi and/or LAN connection

Remote Editing



TIME IS MONEY, EVEN DURING THE EDITING PROCESS. WITH **REMOTE EDITING** FROM UNITED, YOU SAVE TRAVEL AND EDITING TIME SINCE YOU CAN EDIT FROM ANY LOCATION, E.G. FROM HOME OR THE OFFICE. REMOTE EDITING IS FAST, FLEXIBLE AND RELIABLE WHEN WORKING REMOTELY, WHILE UNITED TAKES CARE OF ALL THE IT.

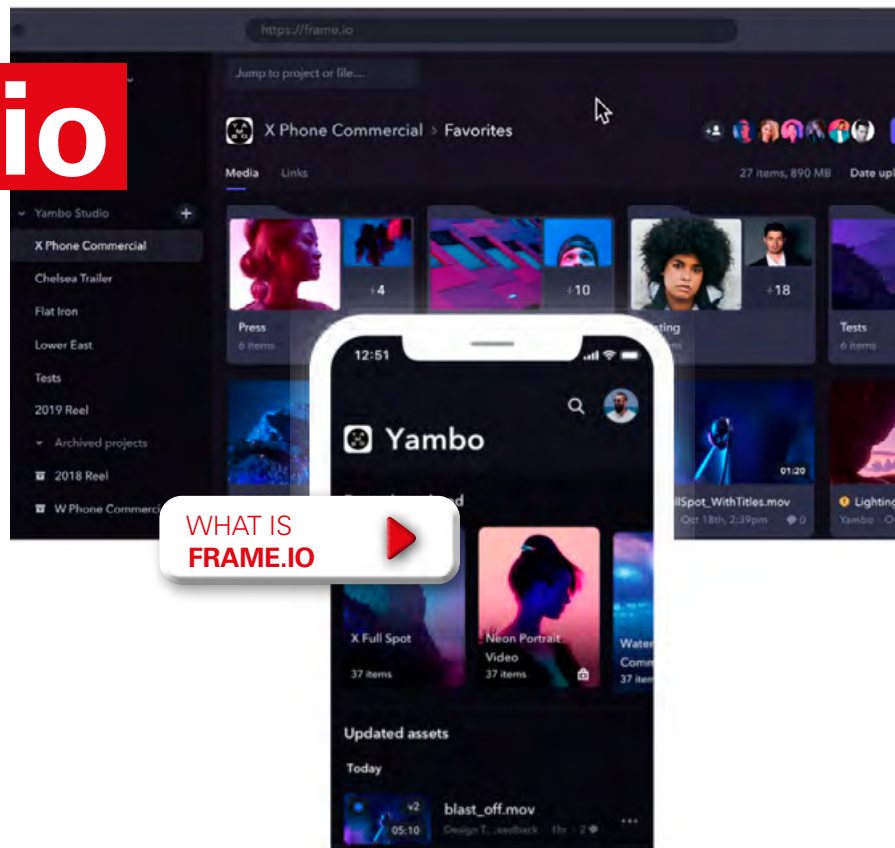
- Available for Media Composer, Premiere Pro and After Effects
- Also edit in UHD, sLog and Multicam
- Upload your own content securely to the editing area
- Remote Producer: look under the hoof of the editor from any location
- User-friendly login portal with helpful license scheduling tool

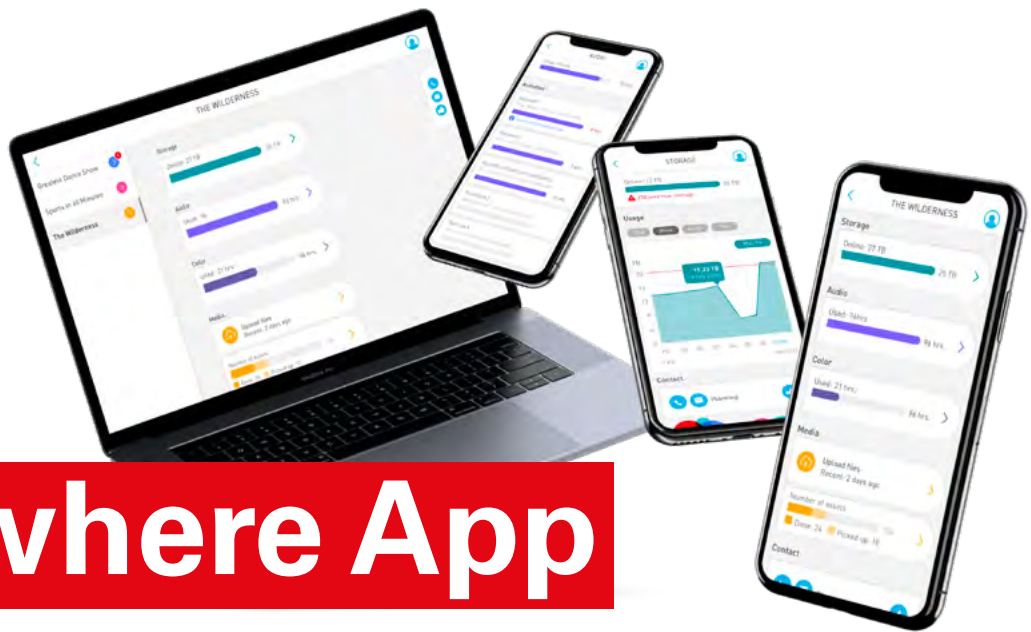
Frame.io

Viewing tool

- Precisely post comments and share feedback on the frame
- Annotations: Illustrate your feedback in the video with a drawing
- Track real time status updates
- Modified workflows such as when recording TV programmes and selecting fragments

United cooperates with 'The next-gen video collaboration platform for creators'

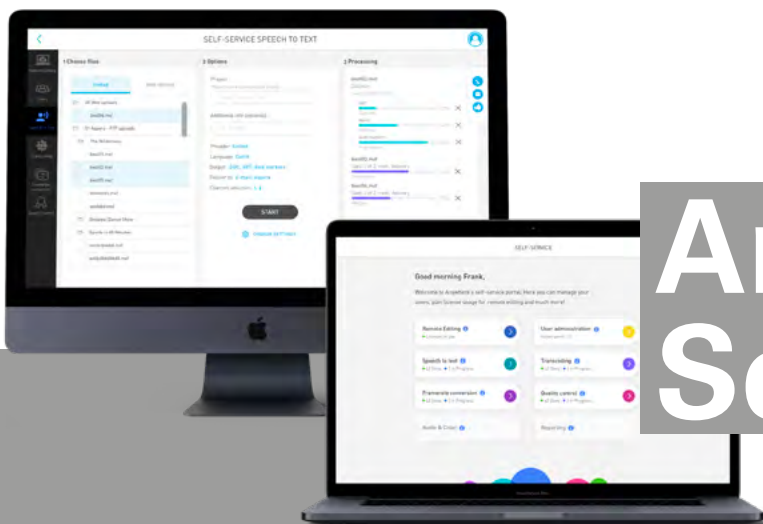




Anywhere App

THE UNITED ANYWHERE APP ENABLES THE EXECUTIVE PRODUCER AND PRODUCTION MANAGERS TO QUICKLY AND EASILY MONITOR THE PROCESS DURING THEIR PRODUCTION. THEY CAN SEE WHETHER THEIR FOOTAGE HAS BEEN RECEIVED BY UNITED, WHETHER IT HAS ALREADY BEEN INGESTED, HOW MUCH STORAGE THEY ARE CURRENTLY USING AND HOW MANY HOURS OF ASSEMBLY, COLOUR GRADING AND AUDIO EDITING HAVE BEEN SPENT AND WHAT IS STILL PLANNED. A QUICK UPLOAD OF A PHOTO OR MUSIC FILE TO THE EDITING ENVIRONMENT IS ALSO POSSIBLE WITH THE APP.

- 24/7 real-time visibility of the production process and monitoring of the progress
- User-friendly tool that works on your laptop, tablet and smartphone
- The app is an in-house development and is constantly being enhanced with new modules.
- Notifications on your phone as soon as we want your attention



Anywhere Self-service

- Useful if you have more content to process than you can handle technically.
- Upload your content through Aspera, sFTP or the web-uploader
- The services we offer right now are:
 - Speech to Text
 - Frame rate conversion with the Alchemist Transcoding
 - Baton quality control
- You can also manage your remote editing licenses yourself.

FOR THOSE WHO FIND AN API TOO COMPLICATED BUT PREFER TO PROCESS THEIR OWN CONTENT, UNITED HAS NOW DEVELOPED SOMETHING NEW: ANYWHERE SELF-SERVICE. A NUMBER OF THE SERVICES THAT UNITED OFFERS THROUGH ITS MEDIA-CENTER CAN NOW ALSO BE USED FROM YOUR OWN LOCATION. IT'S SIMPLE; YOU UPLOAD YOUR CONTENT, CHOOSE YOUR DESIRED PROFILE AND THE CONTENT IS THEN PROCESSED AND AUTOMATICALLY DELIVERED TO YOU.

**WE LOOK FORWARD TO WORK WITH
EVERYONE AGAIN. UNTIL THEN,**

Keep social distance  and stay **UNITED**