

## Applied IT in Broadcasting

Information technology tools you can immediately use to improve your workflow in a comprehensive two-day course.

### Benefits to you:

Broadcast is a complex and often relies on manual operations for many of its tasks. Learn to use Open Source tools to help you automate some of the tasks. With the knowledge gain in this course you can often achieve results better than with an external IT consultant. This is because nobody knows your workflow better than you do!

### What you will learn:

- Which tasks can and should be automated and which would be better served with manual process.
- When to apply the knowledge learned in this course and when to call in the IT experts.
- How to setup and use a set of Open Source development tools.
- You get to bring home a fully functional set of development software used during the course on a CD.
- Automating common broadcast related task such as:
  - Checking playlists or logs for errors.
  - Custom or special-requirements analysis of as run logs.
  - Eliminate re-keying of data into multiple database (eg. Library and automation database)
  - Checking for resources or material of conflicts across multiple channels
  - Sending out automated e-mail and /or pager alerts
  - Automating backups.

### For who:

Department manager/heads with an interest in IT, any person tasked to improve the workflow of a broadcast department(s), engineers, Systems Analysts or anyone interested in learning how to use IT to improve broadcast workflows.

### Learning features:

- Learn by doing, implement actual work-improvement IT projects at DigiWorkz computer lab.
- Open Source development tools provided. You get to bring home the set of development tools you worked with on CD after the course.
- Exercise provided at the end of each topic to reinforce understanding of concepts.

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## Course Outline:

- Why develop your own IT solution?
  - Pro and Cons of using external IT consultants.
  - Why not the in-house IT department?
- What kind of solutions can you reasonably expect to develop?
  - Examples of actual projects in use at a multinational broadcaster.
  - Defining project scope and avoiding feature boat.
  - Are you a one-person development team?
  - Techniques to address either situation.
- Getting Started:
  - Setting up your development environment.
  - Selecting your development languages: C, C++, Java, perl or python.
  - Writing the ihHello World!le program.
  - Saving your work.
- Creating a solution.
  - Assembling your development team
  - Defining the goal. What must the solution finally do.
  - Embracing updates and changes. Fine tuning your software.
- Solving common problems.
  - Automating a process with a schedule. eg. Transfer the playlist to automation by 9pm every weekday except on Fridays and eve of public holidays where there is a need to be transferred at 12 midnight instead.
  - Working with files – both binary and text. eg. Harris/Louth automation playlists are binary files.
  - Learn how to read and create such files.
  - Looking for and acting on patterns in the data.
  - eg. .looking out for outdated promos or trailers and sending out an email alert if detected.
  - Sending out email and or pager alerts.
  - Updating database
  - Emulating keystrokes when programming information is not available.
  - Programming exercise.

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**Venue:**

DigiWorkz, located at The School of Film & Media Studies in Ngee Ann Polytechnic, to provide broadcasters and production house with hands on skills taught by expert trainers.

**Duration:**

2 days course

**Fees:**

S\$ 950.00 ( before 7% GST )

**Contact:**

Ho Siew Mun  
siewmun@editecintl.com

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## REGISTRATION FORM

**Please fax this form to (65) 62828 039 to book your place**

Yes! Please register the following participant(s) for this course.

### Applied IT in Broadcasting

Course fees: **S\$ 950.00** ( before 7% GST ) Duration: **2 days**

Course dates: \_\_\_\_/\_\_\_\_/\_\_\_\_ to \_\_\_\_/\_\_\_\_/\_\_\_\_

1) Name ( Dr/Mr/Mrs/Ms).....  
Title: .....  
Email: .....

2) Name ( Dr/Mr/Mrs/Ms).....  
Title: .....  
Email: .....

Company: .....

Address: .....

Email: .....

Tel: ..... Fax: .....

Nature of Business: .....

#### Important notice:

Payment must be received **7 days prior to the course** to guarantee your place.

#### Method of payment:

Please arrange a crossed cheque or bank draft made payable to EDITEC INTERNATIONAL PTE LTD.  
And mail your payment together with a copy of this registration to:

61 Tai Seng Avenue,  
#05-01 UE Print Media Hub,  
Singapore 534167

Enclosed is our cheque /draft for S\$ .....

Overseas delegates may pay by **telegraphic transfer** into the account of Editec International Pte Ltd to the following account:

Account No.932-343-086-8  
United Overseas Bank  
Block 803 King George's Avenue  
#01-242/244  
Singapore 200803

Please quote "name of course" and your company name in your payment instructions.

#### Cancellation and transfers:

If you are unable to attend, a substitute delegate is welcome at no extra charges. Please provide the name and title of the substitute delegate at least 3 days prior to the seminar.

A full refund less 10% admin charge will be given for cancellation received in writing 14 days before commencement of the course.

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