



#### Industry

Entertainment

#### Daily Use

- Video capture, archive, streaming and playback
- Live, remote video interviews

#### Solution

- An extensive Polycom telepresence and video communications network enabled Premiere Networks affiliates to capture and record live interviews with country music stars
- Premiere affiliates then downloaded their interviews and posted them to station's Web sites
- Seven country stations also tested the ability to attend CMA Awards week without leaving home by interviewing artists in Nashville over Polycom 1500 VVX D media phones

#### Results and Benefits

- Premiere affiliates delivered a more complete fan experience by augmenting traditional audio broadcasts with video interviews posted online, sometimes within minutes
- Affiliates attending remotely via Polycom were able to minimize on-site staff to a single representative, allowing for greater efficiencies at home while participating in the remote broadcast
- With the 2011 CMA Awards in its sights, Premiere expects more stations to attend remotely

## Premiere Networks and Polycom Transform CMA Awards Week Experience for Affiliates and Country Music Fans Alike

### Overview

Premiere Networks is the No. 1 audio content provider in the country, reaching 190 million listeners every week. A subsidiary of Clear Channel Communications, Premiere syndicates 90 programs and services to more than 5,000 radio affiliations and reaches more than 190 million listeners weekly. That impressive reach was on full display at the 2010 Country Music Association (CMA) Awards, where on-air talent from Premiere's country radio stations spent three days interviewing recording artists in the run-up to the CMA Awards broadcast. Using Polycom telepresence and video conferencing solutions, Premiere recorded thousands of interviews on site in Nashville, while DJs from seven Premiere affiliates achieved location liberation by interviewing artists remotely via video. Thousands of interviews—both on site and remote—were recorded and archived using Polycom® UC Intelligent Core™ infrastructure solutions, and then posted on affiliates' own Web sites. Polycom systems also recorded and distributed video of post-show backstage action.

The result? Premiere affiliates immediately had unique, timely, and station-specific video content to share with listeners. In addition, the effort supports Premiere's goal of transforming the way it delivers the latest, hottest content to fans everywhere.

### Pushing Beyond the Radio Dial with Polycom

In an increasingly mobile, media-saturated world, maintaining leadership in the entertainment industry requires more than a Facebook link or occasional tweet. "The radio business is always changing, and that means we need to lead the charge with new approaches that give our affiliates an edge," says Julie Talbott, Premiere Networks president of Content and Affiliate Relations. "We need to go beyond the radio dial and provide content for our affiliates' myriad assets so they can give their fans anytime, anywhere access to their favorite artists and events."

Nowhere was this more evident than at the 2010 CMA Awards Week, where Premiere worked with Polycom to capture on video approximately 3,000 interviews of country music stars in the three-day run-up to the awards ceremony. Interviews took place in person at a Nashville hotel, site of the pre-ceremony activities. In 10-by-10 studios, teams of on-air talent and producers from 50 Premiere affiliates interviewed artists. Polycom® HDX® 8000 room telepresence systems captured the action in video calls coordinated by Polycom engineers using Polycom® RMX® 2000 and 4000 real-time conference platforms.

*"It was a very complex operation with a swarm of interviews taking place at once. Through it all, Polycom solutions performed to our expectations—and our expectations are always very high."*

*“At a time when every employee is crucial to the day-to-day operations of a radio station, partnering with Polycom allowed even those stations that didn't have a full crew in Nashville to still deliver the complete CMA Awards Week experience.”*

*Julie Talbott, President, Content and Affiliate Relations, Premiere Networks, Inc.*

A network of 27 Polycom HDX 8000 systems simultaneously fed a trio of Polycom® RSS™ 4000 recording and streaming servers with live interviews. Engineers at each affiliate then logged into the a dedicated Polycom Video Media Center™ (VMC™) solution to download their station's interviews and post them to their own site using Premiere's Web player.

Throughout CMA Awards Week, the Polycom infrastructure captured, recorded, archived, and streamed an average of 1,000 interviews a day. The system was so streamlined that videos made it to some stations' sites within minutes.

“It was a very complex operation with a swarm of interviews taking place at once,” recalls Lark Hadley, Premiere's chief technology officer. “Through it all, Polycom solutions performed to our expectations-- and our expectations are always very high.”

### Testing a New Model for Content Delivery

Premiere also relied on Polycom solutions to test a new, cost-effective way for affiliates to “attend” the CMA Awards and bring the virtual experience of being there back home to local listeners. DJs at seven country radio stations, each equipped with a Polycom® VVX® 1500 D media phone, remotely interacted with artists located in Nashville. Even those interviews, which also were recorded and streamed, were quickly available to fans.

“At a time when every employee is crucial to the day-to-day operations of a radio station, partnering with Polycom allowed even those stations that didn't have a full crew in Nashville to still deliver the complete CMA Awards Week experience,” says Talbott.

For Premiere affiliates, enabling fans to watch—not just hear—interviews with the biggest stars in country music is a game changer. “Polycom video

looks great,” says Kent Terry of Nashville's XM11. “We can go in, download it, edit it up, and throw it anywhere in a matter of minutes. It gives us another way to interact with our audience via the Web site. They get to experience what we're doing here instead of just hearing the raw audio over the air.”

RYDER, a DJ at KYGO Denver, summed up the Polycom experience in one word: amazing. “As a DJ of 2010, you have to wear about 75 different hats, and one of them is uploading content to the Web site. Polycom made the whole experience a lot less painful than it normally is.”

### Ensuring Success for Premiere Networks

Despite initial network trouble caused by a problem with one of the hotel's routers, Hadley says the on-site team delivered. “They had a lot of curveballs thrown their way,” he says. “Polycom really cowboied up.”

Immediately following the 2010 CMA Awards, Premiere and Polycom were mapping out plans for 2011, with even more stations planning to attend remotely. “Our listeners want the best fan experience possible,” says Hadley. “We want to deliver that in a way that's so transparent they don't even have to think about it. Believe me, it's not easy, but Polycom made it look easy.”

### Learn More

To find out more, visit us at [www.polycom.com](http://www.polycom.com) or call 1-800-POLYCOM to speak with a Polycom Account Representative.

### Product Listing

#### Real-Time Communication and Collaboration

- 27 Polycom® HDX® 8000 room telepresence systems
- Eight Polycom® VVX® 1500 D business media phones
- Polycom® RMX® 2000 real-time media conference platform
- Polycom® RMX® 4000 real-time media conference platform
- Polycom® Video Media Center™ (VMC™) content management solution
- Three Polycom® RSS™ recording and streaming servers

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