nxtedition®

Expressen TV

Expressen is a leading evening newspaper in Sweden, founded in Stockholm in 1944 with the goal of incisive, investigative journalism. In 2005 it expanded into television, and relaunched its video operations in 2015 with a focus on breaking news. It is now a major source of trusted news in Sweden.

EXPRESSEN

Expressen transforms its storytelling - in a pandemic

Expressen TV switches to nxtedition to be first with the news

The Expressen TV team's experience meant they knew exactly what they needed. The priority was to be fast and first with breaking news, delivering accurate, informative and engaging stories. To do that, they needed to empower their journalists and editors with technology that was intuitive and flexible, supporting their creativity without imposing limitations.

nxtedition provided the whole solution: a single point of contact rather than a cumbersome, multi-vendor traditional hardware solution. It gave the 50-strong Expressen TV team a collaborative working environment that covered every aspect of their newsgathering and four studio production and playout operation.

"nxtedition understood our requirements, gave us what we need now and in the future, and made the transition seamless, even in the middle of a pandemic. The design and structure of nxtedition makes complex and time-consuming processes and workflows much simpler and intuitive, allowing our creative teams to focus on creating the best content."

Robin Jansson, Head of Technology, Expressen TV.

The plan was to go on air at the beginning of June 2020. Expressen TV and nxtedition had no intention of allowing the covid-19 pandemic to delay anything. The system is sufficiently simple that Expressen could install it themselves. The remote access built in to nxtedition allowed engineers, working from home, to configure, update and commission the system.

Because it is so intuitive, training is quick, so the whole team was brought up to speed using Google Hangouts, with the trainer logging into the Expressen system via a VPN. Journalists, editors, producers and engineers rapidly became familiar with operation and support, allowing a phased cutover to nxtedition, to meet the original deadline. The team now have the freedom to find creative new ways to tell the stories that matter to Sweden.

"Expressen TV has none of the baggage of traditional broadcasters, so readily understood our future-facing technology. They have seized on its storytelling capabilities, rapidly creating engaging content across multiple platforms, free from technical limitations."

Ola Malmgren, CEO, nxtedition.

Technology Used

- nxt-SERVER
- nxt-PLAYOUT
- nxt-SUPERVISOR
- nxt-PLAY KEYPAD
- nxt-SHOTBOX

About nxtedition

Founded in 2012, nxtedition has revolutionised video production as one of the world's most creative software products in the broadcasting industry. nxtedition was one of the first to approach the simplification of the broadcast process by virtualising microservices to replace legacy systems. The existing paradigm of appliance-based products from multiple manufacturers creates layers of complexity which are expensive to purchase, difficult to maintain, hard to integrate and need specialist staff to operate.

The frustrations of these inefficient workflows brought nxtedition into being, taking a rather unconventional route which uses the latest in web technologies and re-purposes them within a broadcast environment. nxtedition virtualises appliance products (prompters, newsroom control systems,

automation, media asset management, transcoding, video servers, graphics systems) and creates microservices to provide virtual instances of their functionality.

The core ethos of nxtedition is to plan, write, edit, play out and archive productions within a single consolidated system where the focus is purely on storytelling and not the underlying technology.

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