



VSN Software Drives Automated Workflow for Imagen Televisión's Historic Launch in Mexico

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VSN, the global innovation and media solutions company, announced that its automation and workflow optimization software is powering Imagen Televisión, the first over-the-air television channel to launch in Mexico in more than two decades. Part of Grupo Imagen, one of the biggest media conglomerates in Mexico, Imagen Televisión is using VSN technology to automate, optimize and manage its entire broadcast workflow.

“We’re honored to play this key role in helping Imagen Televisión become a new media option for Mexican audiences,” said Aaron López, VSN Chief Operations Officer (COO). “Our trusted software systems are driving innovation and efficiency in a company that is itself on a path-breaking mission to connect with viewers and create new possibilities.”

Delivering on the strategic vision of Grupo Imagen’s parent company Grupo Empresarial Angeles, Imagen Televisión officially launched in October 2016 and is now broadcasting in 60 cities through 123 stations. VSN has supported Imagen with four of its products: VSNMulticom, VSNCreatv, VSNE Explorer MAM and VSNBroadrec.

The Imagen Televisión channel launch required a complete Master Control Room (MCR) automation workflow, integrated with all available third-party equipment. To that end, VSN successfully deployed two VSNMulticom systems, responsible for ensuring uninterrupted broadcasting, and tapped VSNCreatv for TV traffic and program scheduling.

VSN also integrated VSNMulticom and VSNE Explorer MAM to manage automated workflows with Harmonic Spectrum™ media servers and WideOrbit media sales traffic. The deployment allows

Imagen Televisión to have a fully automated MCR workflow to export video clips to the broadcast servers. The system can call upon video servers when a clip or scheduled program is not ready to be aired, providing the network with safety and efficiency.

Imagen Televisión is furthermore using the VSN automation system to segment clips and distribute them to more than 40 regions; by thus targeting programs and advertising to fit audience needs, the network can achieve better engagement results. Finally, to enable Imagen Televisión to record and save all broadcast content and check that it meets advertising and electoral standards, VSN implemented 42 VSNBroadrec legal compliance solutions.

The launch of Imagen Television ends 23 years without concession and creation of any new broadcast licenses in Mexico. Imagen Television has emerged as the third national television network and currently reaches more than 70 million people. .

For more information about VSN, visit vsn-tv.com/en, or meet VSN at NAB 2017, booth SL8006.

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About Imagen Televisión

Grupo Imagen is currently one of the biggest media conglomerates in Mexico and provides communication platforms for television, radio, press and Internet. In October 2016 Grupo Imagen launched a new TV channel, Imagen Televisión. The broadcaster's current audience of over 70 million people in Mexico is expected to increase to 12.3 million by 2020.

About VSN

VSN is a global technology company that delivers advanced, end-to-end solutions to the broadcast and media industries. Its modular, scalable and customized software optimizes business processes in the areas of media asset management, master control room (MCR) automation and news production. VSN delivers innovation and media solutions to more than 1000 global clients, including TV channels, content distributors, news agencies, public institutions, service operators and others. Headquartered in Barcelona, VSN has offices in Alicante, Dubai, Hong Kong, Miami, Montevideo and Santiago de Chile, and provides a highly rated 24/7, global technical support service. For more information, visit www.vsn.com.

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