



TV STATION PROJECT



ISO 9001:2008 Certified

INDIA - MOZAMBIQUE - DUBAI - HONG-KONG - PORTUGAL

- ▶ Do you think about a Channel.....
- ▶ Do you want to launch your dream Channel Project.....
- ▶ Do you have any concept for a new Channel.....
- ▶ Please get in touch with us for the conceptualization of your dreams.....

WEREALIZE



INTRODUCTION

Commenced in the year 2008, NASH MEDIA SOLUTION.in is only an ISO 9001:2008 Certified Consultancy Company for Electronic Media and Broadcast Services in India, located at Delhi-NCR. We have a good team of hard core Electronic Media Professionals and a great experience of 15 plus years in Electronic Media.

We provide advisory services on turnkey basis i.e. from TV Channel License to till Channel on air and further future assistance.

It is effectively providing electronic media & broadcast solutions as strategic support to upcoming TV Channels and assistance to existing TV Channels.

It provides complete solution from micro & macro planning & research, manpower planning & recruitment, corporate look, technical support, design & development, editorial & programming support, branding & promotional support and packaging & channel look.!

All our solutions are based on careful groundwork and research. As a creative and professional full service agency we are ranked in the renowned Consultancy Company. !





1. Assistance in the license application process for setting up a TV Channel

We provide counseling and guidance to fill up the relevant application for TV channel license as per government norms.

2. Technical Support

We provide integrated technology solution to willing clients. These include mapping the specific requirements of the clients and accordingly design technology solution for the clients. We have got in-house expertise to judge and acquire the accurate News Gathering, Engineering and news- room systems.

We do the integration of different technologies at a very cost-effective option.

3. Infrastructure – Design & Development

We design the complete establishment as per the requirements of the functioning of the organization.

The number of departments, their employees, and the requirement of proximity of one department with another are strategic in effective utilization of space. As space is dear, this is a critical activity. We have team that specializes in designing the office space including Studio Floor and Newsroom.

4. Editorial & Programming

These are core to the functioning of a TV channel. Keeping in all the attributes that are provided by our research team and endorsed by our clients, we design a content outline, which is adhered to while implementing everyday production. We also upgrade the requirements periodically as per the market's or the client's demand.

5. Packaging, Look and Feel

How should a channel look? This is a critical question and determines the positioning of the channel in the market. Keeping in mind the target audience, the content and the existing image of the client group, we design a look that effectively communicates the philosophy of the channel.

Depending on the requirement this activity may be done in-house or abroad.

6. Research and Analysis for Media Specification and genres.

Our research and analysis team does extensive research into a wide range of media activities.

It involves collecting data from different sources and intense primary research. We find out the current market trends in different content segments, revenue share and the prospect for new contents.

Our advice on content planning is based on this research.

7. Overall Planning – Micro and Macro

Our planning includes micro & macro level activities including one time Establishment Budget, Monthly Recurring Budget, Over Head Expenses, Revenue Share, Cost Cutting systems and Distribution budget.

8. Branding and Promotions

Our in-house creative team synergies their expertise to carry out an extensive branding exercise. We determine the platform and the content of the campaigns.

9. Manpower Planning and Placement

Our Team will map the manpower requirement and creates an effective personnel structure as per industry norms. We support to create the job specifications for individual members of the team.

10. Training & Development

We train new workers as well as orient old workers as per the requirement of the organization. Often, we take the help of media veterans to do the exercise.

11. Distribution Strategy

Distribution today is mission critical. We design a solution that makes our client reach the right eyeballs without spending mindlessly. A special team analyses the requirement, and with on- ground information does a detailed planning on how and when to reach the circles of priorities.

12. Supervision of Dry Run, Launch and Hand over

We hand-over a functioning system within three months of launch. However, our clients may call us in as and when needed.

MAJORASSIGNEMENT



MAJOR ASSIGNMENT



Year 2008

1. CNEB News - Complete Planning & Technical Setup.
2. Sahara Samay (All Channels) & Zee News – Manpower Planning, Solution and Placement.

Year 2009

1. TV 99 News Channel – Manpower Planning & Solution and complete setup design on low budget Play-out automation with HCL Info as Consultant.
2. News 1 MNA Channel – Turnkey Project
3. Maurya TV – Advisory Services for complete Technical assessment and audit from Management side.
4. A2Z News - Consultancy for Technical Setup and assessment of over all channel packaging & look and in advisory panel associated with Mr. Nitin Kapoor, Director.

Year 2010

1. Worked on Project Report for Eskay Movies
2. Aryan TV – Turnkey Project
3. Kashish News – Turnkey Project
4. Deloitte Tohmatsu Consulting Comp. Japan – research work for the trend of electronic Media in India

Year 2011

1. Khabar Bharti – Advisory services for License
2. New Horizon Pvt. Ltd. – Advisory services for TV Channel Project
3. Associated with Eastern City Developers Pvt. Ltd., Nepal for their 2 TV Channel Projects (Project under pipeline)
4. Pranami Broadcasting Ltd. – Consultant for Turnkey TV Channel Project (Project under pipeline)
5. Maha Movie – Consultant for Turnkey Project (Project under pipeline)

Year 2012

1. Associated with Mazars India (audit, accountancy, tax, legal and advisory services) for research on Indian Electronic Media for their International clients, recently we are doing technical assessment of NDTV Profit with Mazars.
2. Working on so many up coming projects and associated with many channels for different advisory services. We also working on E – Learning project production for African client.
3. Research Work for our US based client for upcoming Health Channel in India.

OUR CLIENTS



OUR CLIENTS



OUR TECHNOLOGY



WE USE FOLLOWING TECHNOLOGIES



ASSOCIATED WITH



OUR TECHNOLOGY



OURTECHNOLOGY



ON AIR

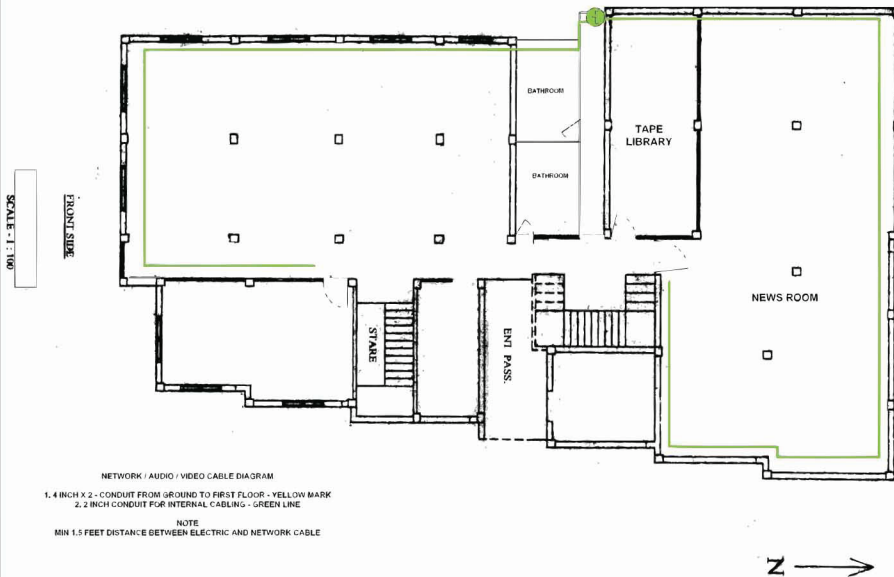


LOGOCREATIONS



WEDESIGN

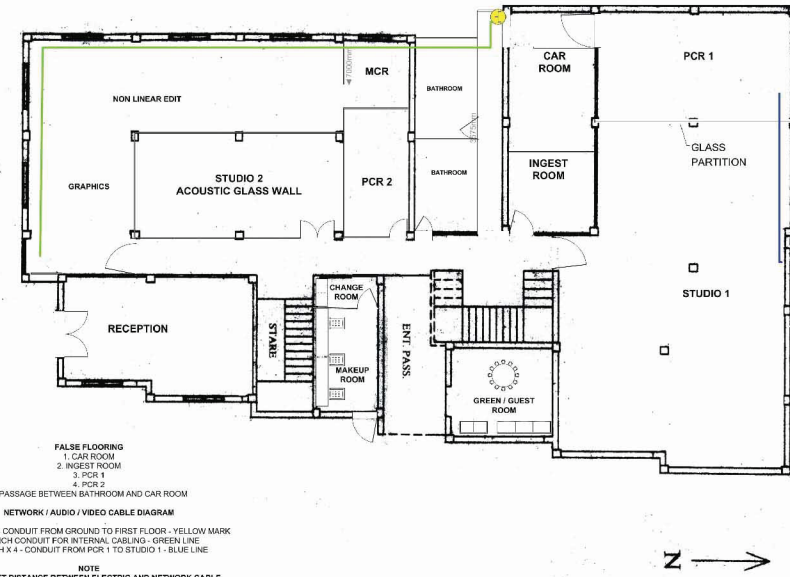
FIRST FLOOR



GR. FLOOR PLAN

SCALE: 1" = 100'

FRONT SIDE



STUDIO&BACKGROUNDS



WEBUILD

TVPROFESSIONALS



WETRAIN

TVSTATIONEQUIPMENT



Studio Cameras

Sony Camera PMW-EX3
Tripod for Studio Camera
with Teleprompter Load
Dolly for Tripods

Studio Lights

4X55 COOL LIGHTS WITH BANDOR
BABY 20 with Bandor
DMX CONSOLE WITH CABLE
C- Clamp

Teleprompters

15" Teleprompter
Teleprompter PC with Monitor

Audio Equipment for Studio 1

Clip-on mic
Wireless Lapel Microphone
Telex Presenter Earphone
"2 M/E Production Switcher is perfect for when you're working on serious live production. It includes all the features of the 1 M/E model in a compact 3 RU size. You also get 16 simultaneous inputs, SuperSource multi layering compositing engine, 2 multi view outputs, second M/E row, and a total of 6 Aux. outputs. The 2 M/E Production Switcher also includes a software control panel, or you can purchase a dedicated 1 M/E or 2 M/E control panel for the ultimate solution that's traditional and easy to use in any live event. Touch Screen Panel"

Video/ Audio Monitoring in PCR 1

40" LCD TV (for Multiviewer) For PCR 1
19" Professional Monitor with SDI I/P
Ampli Speaker(Set) , Pair (2xRoom Loud Speakers)
Audio Mixer for PCR 1
Audio Mixer – 24 Inputs
Talkback
"Talk Back 8 Channel – Intercom System with 4 Belt Packs"
Telephone Hybrid –Phone--In--Unit
2 – Digital Hybrid
Equipments for Central Apparatus Room
Digital Glues *
1X 6 Analog Video Distribution Amplifier. Also Useful for SDI follows SMPTE--259M Spec. for return loss.AES3--id supported. GYDA--SC and SNMP enabled
"1 X 8 SD--SDI Distribution Amplifier, DVB--ASI compatible on 6 o/p, 75 ohm, AES 3id supported. Cable Equalizer on i/p, Re--clocker on o/p.GYDA--SC and SNMP"
"SD--SDI Distribution Amplifier with composite analog monitor output. Provides 3 reclocked SDI and 3 NTSC/PAL composite outputs."
SD--SDI 2ch Analog Audio and 4ch AES De--embedder. Build in audio matrix and processor, variable audio delay. RS--422 emb./de--emb
"SD--SDI 2ch Analog Audio and 2ch AES Embedder and 2ch"Analog Video to SDI Video
SDI to Composite NTSC/PAL and Component Analogue Video Encoder/Converter, 10 bit, built--in frame synchronizer. Tracking delay output. SD--SDI Framw Synchronizer. Tracking delay output. DA with 3 SDI output. SD--SDI input loop. Gyda enabled and SNMP Support.
Flashlink 2RU frame for 10 Flashlink modules and 2 Apple Final Cut Studio --Editing Stations
Mac Pro One 2.8GHz Quad--Core Intel Xeon/3GB/ 1TB/Radeon 5770/SD/2 TB Video Storage/ with additional 2 years Apple Protection Plan.

Declink HD Extreme 3D

FCP 10 – Will procure by client online
Speakers Set
TFT LCD Monitor
Voice--over Lip Mics with Hygine screen
Head Phone
Microphone Pre--amplifier & Audio Level control
Graphic and Composting System
Adobe Production Premier Suite CS 6 Software
3ds Max 2011 Commerical license with plug--ins
Intel Quad Core Processors, 4--6 GB RAM, 1x500GB, DVD RW Drive, Gigabit Ethernet,
2 GB NVIDIA Graphic Card, Window 7, 19" HD TFT.
VTR
VTR Recorder
DVCAM Video Cassette Tape Recorder/Player with SDI
"Playout server , CG and Graphics overlay server, Ingest Servers, Automation module, Schedule creation,"
"Playout RACKMOUNT Server (HD Ready Hardware)
Playout automation Output
Storage Capacity 2TB RAID 5, upgradeable
Redundant Power Supply"
PLAYLIST CREATION – SCHEDULER
Graphic Server(With HD Ready Hardware)
On line CG Template Editor SW for graphics
template generation – tikker, time, logo, weather etc.
CaptureBox
All In One Box Server
Newsroom Scripting Automation – 20 Client
File Automation Content Transfer for Play schedule
Central Storage for Playout
"Network Attached Central Storage Server for Playout:
RackMountable 3U CASE with Redundant PSU,
Dual Xeon Motherboard, Xeon CPU, 4GB Ram, sysytem HDD 2x250Gb with Raid 1 ; 16 x 1 TB HDD Enterprise Edition with Raid 5 ConfigurationNAS Based Central Storage Server, OS windows Server ."
Equipments for Master Control Room consisting of SDI Monitor for Monitoring Video, Audio Speaker for

TVSTATIONEQUIPMENT

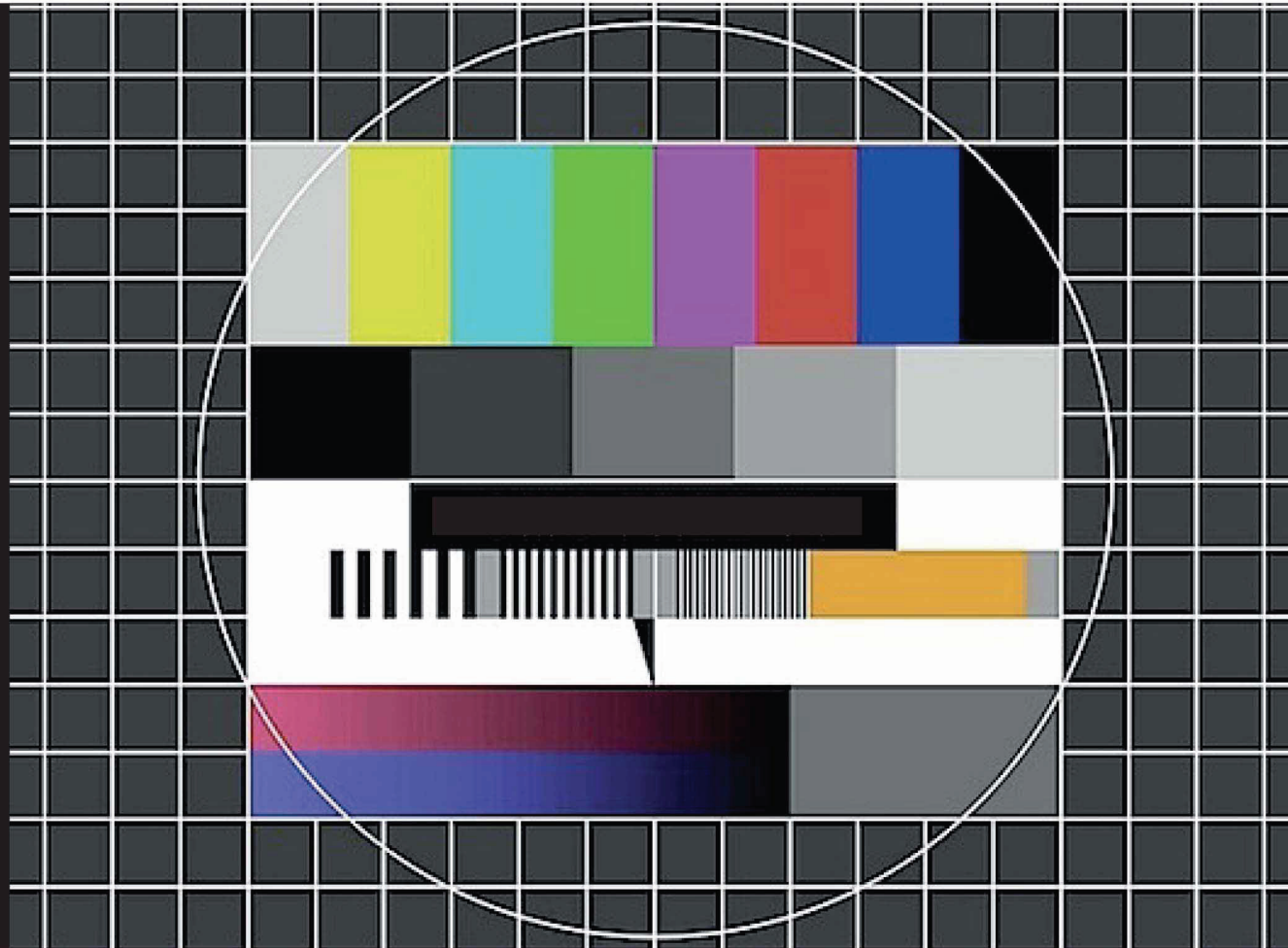


19" Professional Monitor with SDI I/P
 "SDI Digital Mixer / Keyer
 Simultaneous background mixing,
 external keying,
 internal animated logo keying, and fade-to-black
 with preview with Remote Control Pannel."
 Main Router
 "16x16 SD Digital Video Router (540Mbps).
 Ethernet/RS-
 232/NCB control, router partitioning, reclocking, 19
 2RU depth 5cm"
 Redundant 40W Power Supply for
 VikinX Sublime series of routers
 "Multibus X-Y Control Panel for 16x16 routers,
 Ethernet/RS-232/NCB control, programmable, 19"
 1RU depth 5cm."
 Encoder and Decoder
 Encoder & Decoder
 Field Camera
 "PD 177 Camera chain with Battery,
 Charger and Tripod"
 Miscellaneous Equipments for Installation
 & Commissioning
 "42U Server Rack 600*1000 Rack,
 PDU 5 & 15 AMP
 12x2 Point, Fix Shelf 725 MM with 1 Self, server rack
 exhaust Fan Qty4, cable manager Qty.1"
 MDU – Rack Power Supply
 MDU Power Connectors
 Video Cable 305M Roll
 BNC Connectors with Boots
 2 Core Shielded Digital Line Audio Cable – 305M Roll
 Mic Audio Rack Wire – 305 mtr Roll
 Video Patch Panel – 24 Port
 Video Patch Chord
 WallBox for studio BNC & XLR connectors
 (without connector's)
 XLR connector female Neutrik
 XLR Male / Female Pair

Phono Stereo Connectors
 RCA Connectors
 CAT6 UTP Cable 305Rolls
 1u 17" 16 Port Integrated KVM Switch
 USB and VGA Extender Cables
 22" LCD TFT Monitor
 BNC crimping tool for 1505A
 Belden cable / F-type
 BNC Cable stripper
 BNC Puller Canare
 BNC connector for Wallbox
 BNC female I connector
 BNC female to RCA male Adapter
 BNC male to RCA female
 Phono male to tiny (3.5mm)
 Phono female to tiny male
 XLR male to XLR male
 XLR female to phono male Neutrik
 Tiny male connector
 Network cable connector (1 Pkt)
 F-Type connector crimping type
 Ferrule A-Z and 0-9 (1 Pkt)
 Cable tie 6" – 1000 pcs
 Cable tie 8" – 1000pcs
 Cable tie 12" – 1000pcs
 Cable Tester
 Cable cutter multitech
 Soldering Iron serion 35W
 Soldring Paste 200gm
 Soldring wire Bharti 400gm
 Shrinking type sleeve 3mm (50m Roll)
 Shrinking type sleeve 6mm (50m Roll)
 Shrinking type sleeve 9mm (50m Roll)
 Compliance Recording Server with 90
 Days Recording
 "Software:
 N-Logger – Single Channel License Only.
 -- Hardware:
 Rackmount Tower Chasis with Single PSU; Intel®
 Core2Duo Processor;2GB DDR2-667 ;

System HDD–250Gb Sata, Video Drive–1TB Sata
 Enterprise Edition;DVD–RW drive;OS– Windows Xp."
 "TVUPack Mobile Live News Gathering Units – GSM
 based"
 TVUPack Tx & Rx set (Tx 8000series)
 Battery
 TVU Training Charges
 Installation,Studies, Commissioning & Support Charges
 System Integration Services Consisting of:
 * Detailed Design and Drawings
 * Cabling (Audio, Video, Control, Network)
 * System Components installation & Commissioning
 * System Support during Dry Runs and Pre-Launch
 Training to Technical Personnel
 Training services for: * System Administration*
 Operational
 All Power supply systems
 One year warranty extension
 Project Management
 Consultancy fees for project
 Pre Enviromend and Territorial Feasibility Studies
 Audio and Video engeneering Supervising
 Studio Backgrounds
 Studio,Main desk, Press, Reception Furniture





A NASH MEDIASOLUTION.in é uma empresa de consultoria certificada pela norma ISO 9001:2008 para meios electrónicos e serviços de broadcast na Índia, em Delhi-NCR.

Temos uma equipa de profissionais amplamente especializados em meios electrónicos e uma vasta experiência de mais de 15 anos nessa área.

Providenciamos serviços chave-na-mão de aconselhamento básicos, ou seja, desde licenças de canais televisivos até canais em directo, e toda a assistência inerente.

Os meios electrónicos e soluções de broadcast funcionam como suporte estratégico para futuros canais televisivos e assistência aos canais já existentes.

Fornecemos uma solução completa desde o plano micro até ao macro: planeamento e investigação, recrutamento e formação de pessoas, visual corporativo, suporte técnico, design e desenvolvimento, editorial e suporte de programação, desenvolvimento da marca e apoio promocional, packaging e imagem do canal.

Todas as nossas soluções são cuidadosamente elaboradas através de trabalho em campo e de pesquisa.

Estamos classificados no ranking desta empresa de consultoria como agência criativa de serviço completo.

CRIAMOS SOLUÇÕES À MEDIDA

1. Assistência no processo de requerimento de licenças para iniciar um Canal Televisivo
Oferecemos aconselhamento e damos diretrizes para o preenchimento da licença para o canal televisivo de acordo com as normas governamentais.

2. Apoio Técnico
Oferecemos soluções de tecnologia integrada para futuros clientes. Estas incluem o mapeamento de requerimentos específicos dos clientes e design de acordo com a solução para esse cliente. Temos profissionais fixos com conhecimentos para julgar e obter os sistemas de recolha de informação e engenharia exactos. Integramos diferentes tecnologias com óptimas soluções de custo-benefício.

3. Infraestruturas – Design e Desenvolvimento
Desenhamos o espaço completo de acordo com a estrutura de funcionamento da organização. O número de departamentos, os seus colaboradores, e a proximidade entre cada um dos departamentos é vital para a estratégia de utilização de espaço. Conhecer o espaço é uma actividade crítica, já que o espaço é importante. Temos uma equipa especializada em criar todos os espaços necessários para a respectiva estação televisiva.

4. Editorial e Programação
Factores essenciais para o funcionamento de um canal televisivo. Mantendo todos os atributos que a nossa equipa de pesquisa aconselha mais os que são pedidos pelos nossos clientes, desenhamos um esboço de conteúdos que será utilizado durante a implementação da produção diária. Também fazemos um upgrade periódico de acordo com o Mercado ou de acordo com o que nos é pedido pelo nosso cliente.

5. Packaging, Look and Feel
Como é que um canal deve ser? Esta questão é crítica e determina o posicionamento do canal no Mercado. Tendo sempre em conta a audiência-alvo, o conteúdo e a imagem atual do cliente, desenhamos uma imagem que efetivamente comunica a filosofia do canal. Dependendo do que for pedido, tudo isto pode ser feito no local ou no estrangeiro.

6. Investigação e análise para as especificações de meios e géneros
A nossa equipa de investigação e análise elabora uma ampla investigação no contexto alargado das atividades dos meios. Envolve recolha de dados de diferentes fontes e investigação inicial intensa. Tentamos conhecer as tendências atuais de Mercado em diferentes segmentos, participação de lucros e a possibilidade para novos conteúdos. O nosso conselho no planeamento de conteúdos é baseado nesta pesquisa.

7. Planeamento Geral – micro e macro
O nosso planeamento contempla atividades de nível micro e macro, incluindo: o budget para o espaço, o budget de fundo maneio mensal, despesas extra, lucros, sistema de redução de custos e budget para a distribuição.

8. Marca e Promoções
Os nossos profissionais criativos criam sinergias da sua experiência para conseguir um branding extensivo. Determinamos as plataformas e os conteúdos das campanhas.

9. Recursos Humanos e Recrutamento
A nossa equipa irá fazer um mapeamento e irá criar uma estrutura de colaboradores de acordo com as normas da indústria. Apoiamos a criação de trabalho de acordo com as especificações individuais de cada membro da equipa.

10. Formação e Desenvolvimento
Treinamos os novos e orientamos os antigos colaboradores de acordo com o que a organização precisa. Frequentemente, recorremos à ajuda de veteranos da comunicação para este tipo de ação.

11. Estratégia de Distribuição
A distribuição, hoje em dia, é uma missão crítica. Desenhamos a solução que faz com que o nosso cliente alcance aquilo que pretende sem gastar rios de dinheiro. Uma equipa especial analisa o requerimento e com a informação de campo faz um planeamento detalhado de como e quando de acordo com o círculo de prioridades.

12. Supervisão de Dry Run, Lançamento e Entrega
Entregamos um sistema em funcionamento dentro do prazo de três meses. Contudo, os nossos clientes podem ligar-nos sempre que necessário.



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