



# MONEY MAKERS

## Making Money with DDRs

With the Moneymakers series, we show you how you can tap into individual leading-edge capabilities in our TriCaster and 3Play products to make more revenue from your productions, save money with innovative uses of our specific features, and maximize your investment in equipment, personnel, and resources and be more productive with less.

**MAKE MONEY** 

**SAVE MONEY** 

**MAXIMIZE MONEY** 

### IN THIS ISSUE

Using multiple cameras to capture a live event or real-time production is a requisite for people developing professional and visually interesting video programs. But for business models (and interested audiences) that rely on high-quality production, a system needs to allow for more video content than just switching from one camera angle to another—and separate webcam-style monotony from network-quality impact.

We're talking about the playback of pre-stored media in a variety of formats – video, images, motion graphics, and animations. On other systems, you'd have to invest in a video server or a couple of decks in order to roll in ads, cue up pre-produced packages, play back archived material, or even replay a previously captured clip from earlier in the show. That ends up adding to the cost of production and the manpower to execute during a live program. With TriCaster, you can make that cost go away—and even recoup more of it when you use the tools already in the system.

The NewTek TriCaster DDR, or Digital Disk Recorder is the most critical component for adding pre-produced content to any live production, included in multiples inside each professional TriCaster system. Here's how you can use it to make, save and maximize on your productions.



#### Ads and Sponsors

Generate ROI by enlisting the support of advertisers and sponsors. Offering placement during commercial or sponsorship breaks during your show can increase your revenue—while your clients increase their brand awareness.



#### Storytelling

From global sports competitions and idol-making reality programs, to local news, talk shows, and keynote presentations... any real-time, multi-camera production you see is rich with pre-produced bonus packages about the topic covered in the on-camera portion of the show. Most systems can play back a stinger or an intro, but TriCaster lets you tell the whole story without the expense of an external server or deck and the compromise of cutting down on your creative.





### Audience Participation

Introduce interactivity and gain viewer engagement by having fans submit their clips to you in advance. Any drive on the same network can host media sources that you can bring into the system to play back live. The DDR plays back any video format—and now you have a new segment to offer your sponsors.



### Static Graphics in Motion

Sponsors don't have a motion graphic logo? You can fix that—in real time. By pairing the DDR with a downstream key, you can create title templates, bugs, or identifiers from looping video or 3D animations. Then, use the graphics channel to superimpose text, images, or other static graphics.



### Behind the Scenes

Plan ahead. If your cameras capture footage during rehearsals, warm-ups, red carpet introductions, or behind-the-scenes action, then you've got ready-made DDR clips you can play during breaks from your primary coverage to create a closer connection with your audience—not to mention whole new segments of content to repurpose for additional shows.



### Slow Down your Sports

Take basic live sports production to the next level and enhance your TriCaster game coverage with single-channel instant replay and slow motion. With the addition of an optional accessory controller, plus TriCaster's robust recording and playback capabilities, the DDR can be used to store and replay key moments in the action.



### Reduce Mistakes

Gone is the risk of an old-school deck that requires pre-roll to ensure tape speed, and the needless cueing of multiple video clips to start at the exact right time. TriCaster DDRs begin playing as soon as the operator takes the source "live." No coordinating signals, no miscues or countdowns—all mean fewer mistakes.



### Virtual Set Monitor Sources

Save thousands in on-set monitors. Assign the DDR as the source to feed the virtual monitors in an included virtual set. Instead of a broadcast signal or playback device supplying the video feed, the self-contained DDR provides the content in your on-screen environment—any content you choose.



### TriCaster 8000 Bonus: Replace a Monitor

Sports sidelines and other on-location settings don't have all the conveniences of studio sets, but there are times when you need to show a video in the same scene as the talent who's talking about it. Avoid the expense and trouble of a physical television monitor getting in the way—and the mess of cabling to feed power and video sources to it from a distance—with TriCaster 8000 motion tracking. This allows a DDR clip or any source to play in real time while mapped against a keyable prop as simple as a foam core card or bright sheet of colored paper. On-camera talent can refer to the footage as though it were in the palm of their hands.



## A word about sponsors

Even if your production is meant for corporate, worship, or educational viewers, and not commercial audiences, don't dismiss the notion of advertisement-like sponsorships to help defray your costs or meet other business goals. Other departments can fund DDR spots that meet their needs, such as awareness for capital campaigns, events, classes, reminders, or public service announcements.