

# News production with VidiNet: Cloud-native & story-centric

## Executive summary

News move quickly, and news production must keep up. VidiNet enables teams to plan, produce, edit, and publish content fast, collaboratively, and with-out technical barriers. Designed for modern newsrooms, it combines renderless workflows, browser-based production, and open integrations to support story-centric news creation—from breaking news to archive reuse.

## Who this solution is for

VidiNet is designed for news and media teams. Editors, producers, and decision-makers can:

- Collaborate seamlessly across locations
- Access media instantly
- Deliver content faster, with instant review and delivery workflows

## The challenge facing modern newsrooms

- Increasing pressure to deliver more content faster across all platforms
- Disconnected planning, file-based processes, and rendering delays slow editorial workflows and limit flexibility
- Friction between teams, tools, and locations reduces overall newsroom efficiency and makes content reuse difficult—especially under time pressure
- During breaking news, these combined issues rapidly turn into critical production bottlenecks

## Speed

- Immediate access to media and sequences
- No rendering delays
- Faster response to breaking news

## Collaboration

- Parallel work across roles and locations
- Browser-based tools with minimal setup
- Shared visibility across stories and media

## Scalability

- Cloud-native architecture
- Scales with content volume and users
- Supports hybrid and cloud-first strategies



The browser-based VidiEditor is ideal for remote workflows, easy to handle and used by many news organizations

# The Vidispine approach to news production

## VidiNet as the foundation of the newsroom

VidiNet is a modular, cloud-native portfolio that manages the full lifecycle of news content. It provides centralized media and metadata management, web-based tools for search, review, and approval, and browser-based editing with sequence-driven workflows. With open APIs for seam-less newsroom integration, VidiNet keeps media, metadata, and editorial context instantly avail-able—without copying or moving files between systems.

## Renderless workflows built for speed

VidiNet's renderless workflow model lets teams edit and update video sequences without wait-ing for time-consuming rendering. Multiple users can work in parallel, with edits and versions instantly available.

Benefit for news organizations: Faster time to air, greater flexibility, and less delay caused by handover between systems and platforms even under tight deadlines.

## Story-centric production across the newsroom

VidiNet enables a story-centric approach where content is managed as part of an evolving story rather than isolated files. This makes collaboration easier, keeps editorial context intact, and allows news teams to adapt quickly as stories develop.

# Partner integrations for news workflows

VidiNet is built as an open platform designed to integrate smoothly into existing newsroom environments and workflows.

## Wolftech connecting story planning and media

Integrating Wolftech with VidiNet brings planning and media management together. Journalists can plan stories while accessing relevant media directly within the story context. Metadata, rights, and versions remain synchronized, creating a seamless end-to-end workflow from planning to publishing.

## DeepVA: Face & object recognition - pre-trained and custom-trained

DeepVA leverages a pre-trained public face recognition model capable of identifying a wide range of prominent and frequently appearing individuals. This can be extended with a custom-trained private model tailored to recognize specific persons within an organization's unique production context.

The tight integration with VidiNet ensures that AI-generated insights are not only informative but immediately actionable within editorial, technical, and production workflows. By enriching media assets with AI-driven metadata, content becomes easier to find, faster to reuse, and more effi-cient to manage—saving valuable time and resources.

## Why Vidispine?

VidiNet is purpose-built for mission-critical media and news workflows. Its open, modular portfo-lio integrates easily into complex newsroom environments worldwide and is proven for speed, flexibility, and story-centric production without the limitations of closed systems.



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Vidispine enables organizations working with media to add value to their core business by removing complexity, enhancing collaboration, and delivering efficiencies throughout the media supply chain. Depending on your business requirements, we have solutions to make maximizing the potential of your digital assets, rights, media inventory, and market value easier than ever before.