

Oregon Sports Network (OSN) updates brand during transition to digital television.



OSN is a regional television network that broadcasting over 100 University of Oregon sports events a year. In 2008, the network transitioned to an all-digital, multi-resolution broadcast.

Challenge

OSN was changing its focus from an ESPN product to becoming an independent television network. As part of this change, the network needed to develop its own brand identity and make the switch to a multi-resolution, digital broadcast. By 2009, OSN wanted to exclusively broadcast in high definition.

Management knew that this was a big task, with multiple challenges for a regional television station. The only way to guarantee a smooth transition was to get additional support with systems integration and training for their production staff. Additionally, major challenges of a burgeoning regional television network involved financial constraints. OSN planned to first develop and integrate a basic broadcast graphics package that would be updated for each sport season, yet remain true to the core OSN brand.

Solution

OSN chose Lavalobe because of its experience in broadcast graphics design and production, multi-resolution pipeline integration, and available on-site staff training.

Lavalobe updated OSN's brand by focusing on the "Oregon O" and gave it a trendy 3-D look that appeals to the viewers of all age groups. Until a full HD truck could be built for OSN to broadcast exclusively in high definition, Lavalobe focused on delivering content that conformed to multiple broadcast standards. Lavalobe also managed and streamlined operating procedures for handling graphics and footage from various TV standards, and provided training to facilitate their use. To accommodate the financial constraints, Lavalobe developed a basic broadcast package that is easily expandable and can be tailored for sport-specific packages — so the package can grow as the network grows.

Results

By contracting Lavalobe, OSN was able to update its brand during the transition to a digital, multi-resolution broadcast. By streamlining contact through only one point for OSN, Lavalobe efficiently coordinated both the design and integration process. On-site support ensured a smooth, successful transition. As a result of the updated brand identity and continuous interest in University of Oregon sports, OSN was able to secure a 10-year, multi-million-dollar advertising contract.



Overview

Services Provided

Broadcast package design, integration and staff training.

Client Profile

OSN is a regional television network that broadcasts University of Oregon sports events.

Business Needs

OSN wanted to update its brand while simultaneously making the transition to multi-resolution, digital television.

Solution and Benefits

OSN chose Lavalobe because of its expertise in broadcast design, implementation and available staff training.

Testimonial

"Lavalobe was instrumental in both updating our brand and allowing us to transition to digital television smoothly. The training and continuous support have been invaluable."

— Joe Palmer

Broadcast Producer, OSN

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