



CASE STUDY



*Central Ave
Launches Fall
Season in over
200 Markets*



CHALLENGE

- **Central Ave**, the pop culture magazine show from Debmart-Mercury and Will Packer, was set to kick-off its 2020-21 season with a full line-up of celebrity guests.
- With COVID-19 cases continuing to spike throughout the summer, Debmart-Mercury needed an immediate solution that allowed for continued production of the season while simultaneously delivering the same high-quality experience for its loyal audience.
- The format of this popular syndicated show includes several celebrity guest appearances. As a result, producers needed the ability to film guests remotely from a variety of disparate locations throughout the country.



SOLUTION

- Via a combination of FireBridge, our browser-based broadcast contribution solution, and BitFire Servers, **Central Ave** guests were filmed from their respective remote locations.
- BitFire provided **Central Ave** with a reliable, professional-quality, and uninterrupted broadcast workflow - and experience several grades higher than that provided by other video conferencing platforms.
- The low-latency feed was transported directly to Debmart-Mercury's production facility where the shows were packaged for air on The CW, Fox Television Stations, and CBS.



RESULTS

- With White Glove customer care from BitFire, the syndicated series is airing this Fall with two original weekly half-hour episodes in more than 200 markets.
- Not only did BitFire solve **Central Ave's** live transport challenges, they also provided recording capabilities for media archiving of the show.