

The Tamron Hall Show
Press Statement
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BitFire Provides Broadcast Solution to ABC's Syndicated Tamron Hall Talk Show During Covid-19 Shutdown

BitFire's partnership keeps television program on air and running seamlessly during Covid-19

Given the challenges associated with running a live, daytime talk show during the pandemic, the production team at 'The Tamron Hall Show' needed a flexible and easy-to-deploy production solution in the event the show needed to pivot from its traditional production model.

As one of the most popular talk shows on television, 'The Tamron Hall Show' could not afford to halt production under any circumstance, let alone a global pandemic. With the help of BitFire Networks, a multitude of distributed production solutions were devised in order to maintain the same high-quality experience expected from the show's more than 1.2 million loyal viewers. BitFire's breadth of services accounted for every scenario from simple PTZ camera control to full "at home" production replete with graphics, replay, live editing and camera switching from BitFire's control room in Boston.

Earlier this month, one of the solutions proposed by BitFire became a reality. The production team at 'The Tamron Hall Show' employed an alternate studio space in New York City while the show's lead hosted from a secluded location within the city. Utilizing BitFire's transport network, audio and video feeds were easily routed between the studio and the host's remote location, inclusive of all live guest interviews, prompter and ISO feeds. Crew members were provided with a FireBridge web link, integrated with BitFire's virtual comms panel and custom multi-viewer feeds, allowing them to see all the required show sources right on their personal devices.

With BitFire's solution in place, the show kept production running seamlessly during a time when crew members couldn't all be together in one primary studio.

"BitFire exceeded all expectations in providing 'The Tamron Hall Show' with a reliable, professional-quality and uninterrupted broadcast workflow," said BitFire CEO Bob Sullivan. "BitFire can do what no other network can in providing creative, unique solutions like this one, all under one roof. Our innovations allowed Tamron to stay on the air during a time when many other productions were forced to shut down, impacting jobs, viewers and advertising revenue."