

State of the Industry: Switzerland, Liechtenstein & Austria

ORF Increases AVT Usage

By **Ulrike Lauterbach**

SALZBURG, Austria In the first half of 2007, the Austrian public broadcaster Österreichischer Rundfunk (ORF) held a market share of about 79 percent, with 5.3 million listeners daily.

ORF broadcasts three national radio services as well as nine regional services



AVT ISDN Telephone Hybrid System

from its regional studios.

In 2001, ORF introduced a new telephone hybrid at its Salzburg regional studio for the management callers to radio programs such as game shows, talk shows and to handle on-air musical requests.

ORF decided in favor of the Magic ISDN telephone hybrid system from Audio Video Technologies (AVT) GmbH. Based in Germany, we provide audio codecs, telephone hybrids and DAB equipment for broadcast stations.

The positive performance of that first system convinced ORF to equip all its regional studios in Austria with AVT Magic ISDN telephone hybrid systems.

Nearly all regional studios installed the Central Hybrid option with the Magic Touch Admin software, which allows up to four studios to share the hybrid.

The advantage of this solution is the flexible allocation of the lines to the different studios. It is possible to manage the studios centrally with Magic Touch Admin but control them locally with the Magic Touch LAN software.

In its Salzburg and Vorarlberg regional studios, ORF uses another AVT telephone hybrid, the Magic TH2, to record telephone conversations at one-person workstations. ORF also has this hybrid in its OB vans.

According to Thomas Houser, technical director and coordinator for the ORF regional studios, and the man responsible for the optimal use of technical resources, reasons for the implementation

of AVT solutions include their simple operation, the clarity of the system and the extensive options for configuration.

Situation adjustable

The software, said Houser, is fully adjustable to the particular situation. "Proposals and requests to improve or extend the functionalities are always willingly accepted by AVT. The implementation is done very quickly if there are any benefits for other users too."

"High reliability of the systems on the one hand and simple operation on the

other," said Houser, "have contributed to the fact that telephone calls have become an attractive feature in the programs."

Other ORF broadcasting studios have now implemented AVT telephone hybrids. In 2007 ORF added Magic ISDN hybrids to the studios where it produces Hitradio Ö3.

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Presenter in an ORF regional studio works with a AVT MAGIC ISDN telephone hybrid system.

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