

Indiana Pacers Slam dunk



Indiana Pacers
Indianapolis, Indiana
www.nba.com/pacers

The Indiana Pacers entertain and inform fans on TV, radio, and in the arena with content created using Adobe® Creative Suite® 5 Production Premium and Adobe Audition®

Basketball enthusiasts today expect more than just a talented team of players. Action-hungry fans want to engage with their favorite teams through stellar television and radio broadcasts, pre- and post-game highlights and other news, in-arena audio and video entertainment during time-outs, and more. To produce high-quality, engaging audio and video content, the Indiana Pacers' broadcast production team relies on Adobe Creative Suite 5 Production Premium and Adobe Audition software.

"We chose Adobe's video and audio tools because they are so well integrated, saving us countless hours in production that we used to spend translating files and sending them back and forth between editing and effects systems," says Eric Nelson, director of production for the Indiana Pacers. "Adobe Creative Suite 5 Production Premium also supports our need to produce SD and HD content for delivery to multiple screens."

Huge volumes, with quality as a priority

The Pacers' production team generates television broadcasts for more than 75 basketball games appearing on FOX Sports each year, the Big Ten Basketball Tournament, in-arena content, TV broadcasts of Indiana high school sports events, and shows for other major networks. The group also produces broadcasts of several of the Indiana Fever women's basketball games, as well as webcasts, marketing videos for season ticket holders, and other video destined for the web, such as the top plays from recent games.

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Challenge

- Elevate content quality
- Save time in production
- Move to a standards-based, "future-proof" production system
- Deliver content in SD and HD to multiple screens

Solution

- Standardize on Adobe Creative Suite 5 Production Premium for video production
- Use Adobe Audition for generating radio broadcasts and spots, as well as in-arena audio entertainment

Benefits

- Made content more exciting by increasing access to effects and creative features
- Leveraged features such as the Adobe Mercury Playback Engine and tapeless workflows to save hours in production
- Established a video production platform for the future
- Created path to HD transition while supporting SD production needs

Toolkit

Adobe Audition

Adobe Creative Suite 5 Production Premium. Components used include:

- Adobe After Effects CS5
- Adobe Illustrator CS5
- Adobe Photoshop CS5 Extended
- Adobe Premiere Pro CS5

To meet all of these video production needs, the production group must create material in both SD and HD for playing on many different screens. Radio broadcasts for all games and countless other events are another mainstay for promoting the Pacers and entertaining ardent fans.

"For television broadcasts, we are transitioning to HD, but we still have a significant need for SD production capabilities for some TV broadcasts and for our in-arena screens—the ultimate outlet that dictates our production strategy," says Nelson. "Needless to say, we have to support a wide variety of resolutions and screen sizes."

The need for standards-based video production

The organization's previous video editing systems only supported editing in SD, and did not provide a path to HD production. They were also based on proprietary hardware, and, according to Greg Smith, director of broadcast engineering for the Pacers, that posed significant difficulties. "We were not having good luck with our proprietary hardware," says Smith. "And when something failed, we could not obtain replacement parts."

The Pacers began evaluating a new, more advanced video editing solution that would run on industry-standard hardware. The choice came down to two options. Ultimately, the production crew chose Adobe Premiere® Pro CS5 and Creative Suite 5 Production Premium software. The team was already familiar with software such as Adobe After Effects®, Illustrator®, and Photoshop® and wanted the same level of power and ease of use for video editing. They were excited about the integration among components of Creative Suite 5 Production Premium and saw that Adobe provided a clear and cost-effective way to transition to HD for TV broadcasts.

When reliability and quality are a must

The team also needed extreme reliability and the ability to generate huge volumes of exceptional-quality content. According to Nelson, the production staff puts a heavy strain on its editing stations. During a season, the broadcast team generates 300 hours of content for prime time television—not including all of the other materials that must be produced.

"Our video editing systems have to be reliable and easy to use," says Nelson. "Adobe Creative Suite made the most sense because Adobe Premiere Pro is reliable and well integrated with Adobe's effects and graphics programs. Adobe Premiere Pro CS5 also lets us edit every major SD and HD format so we know we can easily cook up every flavor of video we need for broadcast, the arena, or the web."

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More creative options translates to enhanced quality

While the Pacers are responsible for generating huge volumes of audio and video content, quality is always a top priority. Since moving to Creative Suite 5 Production Premium, the team says they can see an elevated level of creativity and quality. "Our staff has more effects at their fingertips and more creative options with Adobe software, and we're noticing a real difference in the quality of our content," says Gary Joe Rice, editor for the Pacers. "One of the features we genuinely love in Adobe Premiere Pro CS5 is the Ultra Keyer, which gives us multiple ways to control the matte, masks, and video quality of our chroma keys. We've used it on HD footage and were taken aback by the crispness of the keying and the ease of understanding the various adjustment levels."

Features such as Content-Aware Fill in Adobe Photoshop CS5 Extended have also had a positive effect on creativity. "We're constantly having to correct graphics or fonts in our content," says Rice. "With Content-Aware Fill, we can remove an image element and immediately replace the missing pixels with beautiful, seamless results."

Superb integration and GPU-acceleration save time

Production staff members are saving time and effort through powerful integration features such as Dynamic Link which eliminates intermediate rendering when changes are made to assets. In the past, video editors had to send files out of editing stations to PCs running After Effects for adding visual effects. The files then had to be sent back to an editing station for integration into the overall piece. It was a cumbersome process that involved sending files back and forth and disruptions to the creative flow.

"With Adobe software, editors can have multiple programs open at once, and they can go back and forth among components of Production Premium seamlessly," says Smith. "It's amazing when changes completed in After Effects are automatically updated to the Adobe Premiere Pro timeline—that kind of integration saves hours on every project."

Rice adds that features such as the Adobe Mercury Playback Engine excel in helping the production team work quickly while supporting high quality. "We are very impressed with the way the Adobe Mercury Playback Engine and our NVIDIA cards handle SD or HD video," says Rice. "It plays several video qualities with no shudders—the playback is very clean and solid. The ability to lower resolution while adding several layers of effects and video for quick view before rendering our final selection lets us try new things and be more creative, all while getting faster results."

While most content is still captured on tape, the Pacers are increasingly capturing HD content using prosumer video and DSLR cameras and bringing it directly into Adobe Premiere Pro CS5 for editing, saving hours in dubbing and digitizing content. "We are starting to capture HD-SDI and DSLR files and work with them natively in Adobe Premiere Pro CS5. The tapeless workflow is a huge advancement that saves a lot of time and money in production," says Smith.

Pacers' fans expect greatness from the organization, including advanced video and audio broadcasts. With Adobe Creative Suite 5 Production Premium and Adobe Audition software, the Pacers' broadcast production team can deliver content and effects to uphold the professional look and sound of an NBA franchise. The team can also establish a production platform for the future with a clear and cost-effective path to transition to HD while supporting current SD needs.



"We use Adobe Audition because of its power and virtually zero learning curve. It provides everything we need for cleaning up and sweetening audio, adding sound effects—you name it. It works flawlessly and is very easy to use."

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Multiple uses for high-quality audio

The Pacers also stay in touch with audiences through extensive use of audio broadcasts. The team has its own radio network, produces in-arena audio content that boosts the excitement of live games, and even generates the "on hold" messages for telephone callers dialing in to purchase tickets or conduct other business with the team. The production team also builds radio spots and distributes them to radio stations as MP3 files to promote live games and other events.

"Audio is a huge component of what we do," says Nelson. "We use Adobe Audition because of its power and virtually zero learning curve. It provides everything we need for cleaning up and sweetening audio, adding sound effects—you name it. It works flawlessly and is very easy to use."

Expecting greatness

For the Pacers, fans have come to expect greatness; something the team is ready to deliver with Adobe Creative Suite 5 Production Premium and Adobe Audition software. "In sports, video and audio content are key to maintaining a loyal following," says Smith. "With Adobe's audio and video toolkit, we are well-equipped to engage and entertain fans whether they are at live events, watching television, or listening to our radio broadcasts today and into the future."

For more information
[www.adobe.com/creativesuite/
production](http://www.adobe.com/creativesuite/production)



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