



Extraordinary Together

## ZEE Entertainment Enterprise Goes Live with BroadStream's Polistream Subtitling Solution

### **Customer Case Study Overview**

BroadStream Solutions, Inc.  
Main Office  
3039 Premiere Parkway, Suite 800  
Duluth, GA 30097 USA  
+1 404-327-8300

India Office  
BroadStream Solutions, India Private Limited  
C-387, Defence Colony  
New Delhi, India  
+91 9810049978

<https://broadstream.com>

ZEE Entertainment Enterprises needed an upgrade to their aging and outdated subtitling solution. Unfortunately, their current solution was no longer available and they needed a one that could stand the test of time yet be easy to commission and use without interrupting their broadcast or be difficult for their Operations Staff to master.

ZEE Entertainment Enterprises Limited, abbreviated as ZEEL, is the media and entertainment broadcasting company in India behind the ZEE Networks. ZEE TV is their flagship channel and successfully launched on 2 October 1992.

The ZEE Network includes multiple channels in the genres of general entertainment, movies, lifestyle and travel. They own and operate more than 64 channels, 17 HD channels and 47 SD channels, as well as 15 plus international channels under the brand name ZEE with sister brands such as "&", "Big" and "Living Entertainment", successfully serving audiences worldwide.

ZEE Entertainment Enterprise also owns and operates the record label ZEE Music, ZEE STUDIOS for film and the OTT platform ZEE 5 which is a network that is now available in over 190+ countries.

From their initial launch, ZEE used Softel Systems for their subtitling and captioning requirements. While this solution served them well it was no longer available in a form ZEE could utilize moving forward so a change was necessary.

From ZEE's perspective the next step was to find a suitable partner, rather than a vendor. They wanted a company that understood their technical requirements and also shared ZEE's vision of the future, and who could deliver on their vision with limited on-air disruption.

**"We like to embrace new reliable technology here at ZEE", explains Johnson D Silva, VP Technology Broadcasting at ZEE.**

It was also important that the new partner be willing to share their immediate and long-term road map to ensure that future product development would be in-line with current offerings so ZEE's investment would have a long-lasting impact.

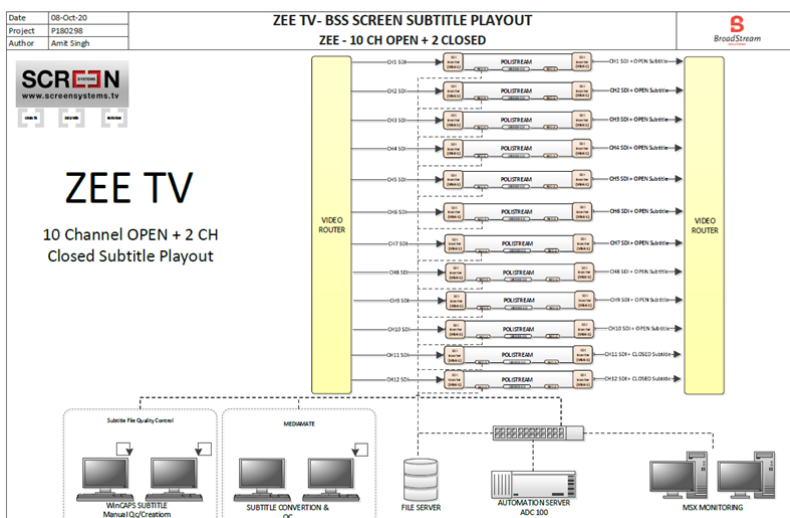
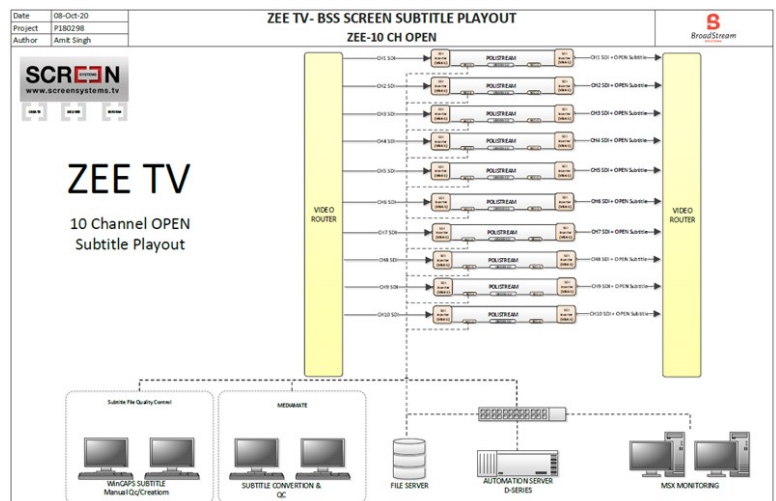
From an operational perspective it was critical for ZEE's staff to experience a smooth transition from the old system to the new one because they had many years with the existing subtitling system and limited time for staff training on new workflows and procedures.

The goal was to limit workflow modifications, avoid unnecessary complexity and keep staff training to a minimum yet provide the staff with the confidence necessary to embrace the new system without looking back.

BroadStream’s recent acquisition of Screen Subtitling Systems was key to ZEE’s overall plan. ZEE had worked with BroadStream’s Shelinder Sachdeva, VP Sales South Asia and Middle East, over the years and his response to their situation was just what ZEE needed. “We made the decision to choose BroadStream’s Polistream Subtitling Solution for a variety of reasons”, explained Johnson D Silva, VP of Technology Broadcasting at ZEE. “From a partnering perspective, their flexibility, reliability, diversity and experience were major factors. In addition, their quick response along with their approach and ease of integration with any play-out automation system backed by their expertise in subtitling systems over the last 40+ years gave us more than enough confidence to move forward. And finally, they provided a clear, easy to understand plan to implement a true end-to-end solution from content preparation to delivery of subtitles and captions without any disruption to current operations or on-air presentation.

Couple this with BroadStream’s approach to innovating new products, plans to enhance their software capabilities and improve existing products along with 24/7 support and a solid focus on customer satisfaction made the decision to choose BroadStream easy.”

The solution BroadStream delivered was in two phases. The initial installation included 10 Channels with Open Subtitle Playout using BroadStream’s Polistream Subtitling Encoder along with WinCaps for manual subtitle creation, MediaMate for encoding, extraction, manipulation and conversion, and MSX for monitoring compliance and output.



This was followed by a second phase where BroadStream delivered 10 Channels with Open Subtitle Playout plus 2 Channels of Closed Subtitle Playout using Polistream Subtitling Encoder along with WinCaps for manual subtitle creation, MediaMate for encoding, extraction, manipulation and conversion, and MSX for monitoring compliance and output.

We found BroadStream’s Polistream platform highly scalable and flexible”, according to Johnson D ‘Silva, “the system easily accommodates additional subtitle expansion for new channels including redundant back-up, and the additional tools BroadStream delivered provided a way to streamline and automate many processes from production, QC, monitoring and delivery of subtitles. This gave us great confidence to know we can make additions to our system at any time without interruption to existing channels currently on-air.”



“Broadstream delivered a much-improved workflow solution and helped us replaced our legacy system with minimal changes in technical and operational workflows, the transition was very smooth and we received full support and training from BroadStream’s team, including training on primary level trouble-shooting.

Post-sales support has been excellent and we look forward to expanding our system with BroadStream as our new partner. When it comes to new channel launches, all we have to do is literally, ‘plug and play’. It’s the fastest and most scalable subtitle system on the market today and has saved us an incredible amount of time and resource during the process,” commented Johnson D ‘Silva.

David Bowes, CEO of BroadStream Solutions, notes, “ZEE ENTERTAINMENT NETWORK is a true pioneer in the Broadcast Industry and we’re very proud to be involved with them in such an exciting project. Partners like ZEE help us remain leaders in the industry as we take subtitling/captioning technology to the next level.”