

-- Press Release --

VRT future proof with the placement of OmniPlayer 3 for their radio stations

Hilversum, June 2021 - After media companies RTL, DPG and Mediahuis, Flemish broadcaster VRT will now also start using OmniPlayer at her radio stations in Flanders. The Dutch OmniPlayer 3 Radio Automation Software system will replace the existing production and broadcast system for several radio stations at VRT.



Flemish public broadcast corporation VRT will start using the Dutch OmniPlayer system for their stations Radio 1, Radio 2, Klara, MNM, Studio Brussel, streaming, DAB+ channels, VRT Nieuwsdienst and Sporza. The existing systems for the production and broadcasting of radio shall be replaced by OmniPlayer 3. This investment is partially inspired by the technological changes that will be realised soon, in perspective of the new office building.

Wim Ermens, project manager technology at VRT: 'We were ready for a future proof, new system for the production and broadcasting of radio. OmniPlayer came forward as the best possibility for our radio stations. Besides replacing our existing system, we'll also be focusing on a more accessible user interface for our different editorial teams and studios, a connection will be made with the iNews editorial system via MOS, an integration with Musicmaster and with Radiomanager by Pluxbox. We're looking forward to this cooperation, as it isn't simply an upgrade, technology-wise, but it is also a great step for our radio makers.'

Peter van Klei, commercial director of M&I Broadcast Services, is enthusiastic about the choice made by VRT. 'With the Flemish broadcaster, we now have four major Belgian media companies using our radio automation and playout system. And that makes us proud! With the commissioning of OmniPlayer, the different stations within VRT really can make strides in the coming years. The OmniPlayer API will take on an important role for web-based interfaces for the studios and other integrations.'

VRT will be replacing their existing production, playout and broadcasting system for the OmniPlayer 3 technology later this year.

About VRT (Flemish radio and television broadcasting company)

The Flemish public broadcast corporation VRT, informs, inspires and connects all Flemish in their unique selves and diversity. VRT brings quality, distinctive content in all segments, from news and information to education, culture, entertainment and sports. The broadcaster has 3 television channels, five radio stations and several digital channels and reaches up to 90% of all Flemish residents. This makes VRT relevant, have a social impact, contribute to plurality, strengthen democracy, stimulate cultural and language experience and embody the Flemish identity. The broadcaster has its eye on the future and invests in innovation and digitalisation. They play an important part in the Flemish media ecosystem and collaborate with several national and international partners in a diverse range of industries.

About OmniPlayer

OmniPlayer, part of M&I Broadcast services, is the number one supplier of radio automation software in the Netherlands and beyond. Most regional and nationwide stations in the Netherlands use OmniPlayer to create, manage, edit, play and broadcast their content, news and music flawlessly. The software is trusted by prominent European media companies such as RTL, Radio Italia and Talpa.

Note for Editors

For more information or any questions you might have, please visit <https://omniplayer.com>

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