

# Netia extends base in Africa with installation in Burkina Faso

RTB selects Radio-Assist software suite to streamline broadcast workflow and enable digitization and preservation of national audio archives

Radio Télévision du Burkina (RTB), the national public broadcaster and principal media outlet in Burkina Faso, has installed the Netia Radio-Assist 8 suite of digital audio software to support its broadcast workflow from start to finish. Installed just before the 50th anniversary celebration of the country's independence, the Radio-Assist system not only streamlines operations at RTB, but also enables the broadcaster to digitize, migrate, and preserve Burkina Faso's tape-based national audio archives in a secure, easy-to-access digital format.

## On-site training

"While we are most confident in the power of Netia's software functionality, we have also been most impressed by the on-site training the company provided to our staff," said Ouezen Louis Oulon, managing director at RTB. "Local training



in the use and management of a sophisticated broadcast solution is an extremely valuable part of this installation, and Netia was very proactive in working with staff here in Ouagadougou to commission the system and ensure our personnel could operate the system autonomously."

## Digital audio software

The Radio-Assist 8 range of digital audio software programs covers the entire operation of a radio station, addressing acquisition, sound file editing, commercial and music production, scheduling, multicasting, data security, and administration. "RTB's installation of Radio-Assist 8 represents another in a growing base of Netia deployments across Africa," said Mus Rezzoug, product director at Netia. "As broadcasters across the continent look to improve daily broadcast operations and to preserve and repurpose treasured historical media, Radio-Assist provides a complete and scalable solution, along with expert training and support." Netia, a GlobeCast company, is a leading provider of software solutions that enable efficient management and delivery of content to today's full array of media platforms. 