



# COMPLETE CANON KIT UPGRADE FOR ROMANIA'S LARGEST INDEPENDENT TV CHANNEL

**Company Name:** Antena Group  
(Intact Media Group)  
**Industry:** TV broadcasting  
**Founded:** 1992  
**Location:** Bucharest, Romania  
**Services:** TV production, broadcasting  
and streaming  
**Website:** [www.intactmediagroup.ro](http://www.intactmediagroup.ro)  
**Products Purchased:** 12 x EOS C300 Mark III,  
1 x EOS C200, 30 x EOS C70, 2 x EOS R5, 60 x  
CR-N300, 5 x CR-N500, 28x L series EF zoom  
lenses & 2x extenders, 2x Entire range of Cinema  
Prime lenses, 20x Compact Cine Servo lenses  
**Canon Installation Partner:** CBS

## Objective

- Deliver professional broadcast productions for TV and online
- Upgrade their existing equipment portfolio
- Create a more cinematic look and feel to all productions
- Provide a seamless, user-friendly operation that minimises costs
- Grow viewer numbers by bringing entertainment to new online audiences
- Offer third-party integration with new kit

## Challenges

- Availability of multiple products immediately to facilitate a short production turnaround
- Purchasing products in bulk to ensure demand is met
- Compatibility with third-party products

## Approach

Over two years of the pandemic, viewer numbers for TV and streaming channels boomed, and the demand for well-made productions increased accordingly. As TV image quality becomes fast outdated year on year, Antena wanted to invest heavily in future-proofing its production capabilities, through a reliable partner who could deliver on very short lead times. With a relationship dating back to 2016, Canon were the natural fit to help them level up.

## Scope

Antena is a Romanian broadcaster, owned by Intact Media, the country's largest private media group. Antena already owns several Canon EOS C200 cameras for production. They were looking for a total upgrade of production equipment to produce shows for TV and internet, across a variety of genres for different channels. The gear needed to support their evolution from a traditional broadcaster into an integrated digital video entertainment provider, with its streamer-style platform AntenaPLAY.



“All the production teams are fighting to get their hands on the Canon products!”

## Results

- Exceptional image quality delivered a cinematic look which led to improved productions and increased audience numbers
- Breadth and flexibility of product configuration meant they were able to react better to last-minute commissions
- Streamlined production workflow led to greater efficiency
- Improved integration with third-party software for ease of connectivity
- Enhanced usability with image presets for less experienced employees

## Strength in breadth and depth

“There is always a fight for the Canon cameras,” says Bogdan Oancea, Technical Director at Antena. “We already had 10 EOS C200s before and then

bought 12 units of the EOS C300 Mark III in one go, but it’s not enough. Even if we had double, they’d be fully booked, seven days a week. All the production teams are fighting to get their hands on the Canon products!” As the biggest independent media group in Romania, Antena TV Group was looking for a large-scale overhaul of its production equipment. Included alongside the EOS C300 Mark III cameras were 30 EOS C70 cameras, 2 EOS R5s and 60 CR-N300 PTZ cameras.

Producing shows across six channels, it’s easy to see how in-demand the equipment is, 365 days a year. From installing a full end-to-end production rig in Thailand to strapping cameras to an ice hockey player, every type of TV show has its own unique challenges – and Antena produces them all. For a station of its size, Antena needed a large pool of reliable broadcast equipment that could be configured according to their needs, come rain or shine.

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## Romanian reality TV takes off

Speaking of rain, Bogdan recalls the wet weather that greeted them in Thailand, which was the tropical setting for a Romanian reality show called 'Temptation Island'.

"In Thailand, we had difficult weather with storms and rain. Covid restrictions also made it tricky, but fortunately the authorities agreed to open the islands and let us film there exclusively. We ended up flying seven tonnes of equipment, including 23 Canon PTZ cameras, lights, and production control rooms. Everything was prepared in Romania, before shipping it by air more than 7,500km around the world."

Travel was one thing. Availability and acquisition of products was a whole other challenge. When dealer CBS first contacted Canon about the project, the aim was to deliver the PTZ cameras in less than 20 days. "It was a fantastic achievement to get everything we needed and delivered on time, thanks to the support of Canon," says Bogdan. "Canon took care of all the logistics. We couldn't ask for more."



"That's why we work with Canon over others. For the product quality, the customer support and then the price."

Last-minute, large-scale acquisitions are part and parcel of life at Antena. The short lead times mean equipment often needs to be ordered and delivered in under a month. "That's why we need a strong partner. That's why we work with Canon over others. For the product quality, the customer support and then the price."

### Pushing broadcast boundaries with PTZ cameras

Set across two Thai islands, the installation in its entirety was no small feat. But having set everything up in Romania before packing meant the PTZ cameras were good to go out of the box.

"The area we had to cover was vast for each island. We installed 6km of cables over five days for microphones, mic distribution, audio distribution, and more. We had 20 contestants on the show. It was a huge operation. The distances were very big, 200m in some cases from the production control room to the action."

**Canon**

Feedback was overall positive, according to Bogdan: “All the PTZ operators were very happy to work with the Canon CR-N300 and CR-N500 cameras. The production team was also delighted with the broadcast quality of the images, considering them better than rivals.”

“We used only Canon products in the main communal areas of the set. Due to a lack of infra-red function, we set up a different brand in the bedrooms where we needed to film at night. To connect the two brands, we used a Skaarhoj remote controller, which made it so easy for the SI operator.”

### From Easyrig to ice rink

Another challenging production that required some innovative solutions was the show ‘Dancing On Ice’, originally from the UK. Having secured the licence, the Antena team put the EOS C300 Mark III with 4K 120P slow motion through its paces on the ice itself.

“We actually used a professional hockey player to capture the action up close, by skating on the ice and following the dancers. We attached the camera to an Easyrig and a DJI Ronin gimbal, with everything controlled remotely from the OB van.

In terms of other Canon gear, the C70 is used for on-the-go news reporting, featuring the RF mount system and the same Super 35mm DGO 4K sensor as the EOS C300 Mark III – which makes it easy to match the footage while achieving exceptional high dynamic range. The 30 units of C70s are spread across Romania in different offices for journalistic purposes, while the EOS C300 Mark IIIs stay mainly in Bucharest.

Bogdan says that all 22 units of the EOS C300 Mark III and EOS C200 are always fully booked, for use on anything from cooking shows to stand-up comedy. Thanks to these higher production values, viewership has increased in his eyes.



### Equipment worth the investment

As Romania’s largest broadcaster, Antena requires a lot of kit for the warehouse to enable them to be ready for any kind of production.

“When we are buying products, we are buying quantities,” says Bogdan. “Next year, we will expand with, let’s say, another bundle of 12 EOS C300 Mark III cameras. We’re producing a lot of shows, so we need to invest in a lot of equipment.”

Antena chose Canon for its outstanding cinematic look and feel, as well as cost-effectiveness when buying in bulk. Commenting on the EOS C300 Mark III, Bogdan adds: “The large DGO sensor is just ‘WOW’! It makes the camera shine, generating HDR in real time. When our technicians saw the image, they knew it was the camera for us. From a flexibility perspective, the Extension Unit 2 (EU-V2) adds further configuration capabilities to cater for a variety of broadcast requirements. Plus, the V-Lock battery mount is very convenient.”

Regarding the PTZ cameras, the CR-N500 is used mainly in Antena studios. “The PTZ will provide you with an excellent image quality compared to a classic broadcast camera chain, which typically uses manual focus. Only one person needs to operate, which means keeping costs down.”

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“The PTZ will provide you with an excellent image quality compared to a classic broadcast camera chain”

The Auto Focus also means operators have one less thing to worry about, while they’re controlling up to 10 cameras at a time. “When you have a reality show, AF is important because some operators are focusing on the action and then they forget about the focus. In that way, it’s a game-changer,” Bogdan says. “We also make presets, which are used to let users concentrate on the action. It’s very intuitive for everyone to pick up. You don’t need to be a special technician. Overall, the performance is fantastic.”

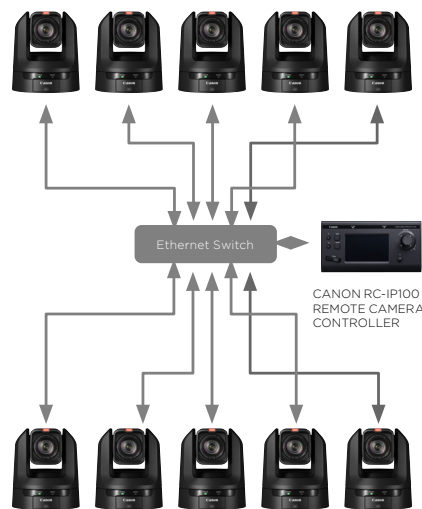
Bogdan is adamant that Canon gives Antena a competitive edge: “We are unique in Romania with the EOS C300 Mark III cameras, because all the rental houses here only offer lower quality brands.” With a history of investment in high-quality equipment, it’s safe to say this long-standing business partnership is set to continue.



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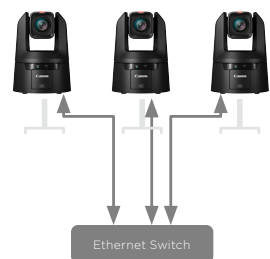
### STUDIO SET 1 & 2

CANON CR-N300



### STUDIO SET 3

CANON CR-N500 ON STAND



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## The Canon Solution

### CR-N500 PTZ Camera

- 1.0 Type CMOS Sensor
- 4K UHD Image Quality
- 15x Optical Zoom with Image Stabilization
- Dual Pixel Auto Focus
- Canon Log 3 and Wide DR
- Multiple in-built protocols such as RTMP and NDI | HX, SRT and FreeD
- HDMI, SDI, IP and Dual XLR Connectivity

### EOS C300 Mark III

- Super 35mm Dual Gain CMOS sensor with low noise delivering in excess of 16 stops dynamic range
- 4K 120fps 4:2:2 10-bit Image Quality
- Internal 4K Cinema RAW Light recording
- Dual CFexpress slots for simultaneous or relay recording
- HDR support such as SMPTE ST 2084 and ITU-R BT.2100 (HLG)
- Dual Pixel Auto Focus
- 12G-SDI connectivity

### EOS C70:

- Super 35mm Dual Gain CMOS sensor with low noise delivering in excess of 16 stops dynamic range
- 4K 120fps 4:2:2 10-bit Image Quality
- Internal 4K Cinema RAW Light recording
- RF Mount
- Dual SD Card slots
- HDR support such as SMPTE ST 2084 and ITU-R BT.2100 (HLG)
- Dual Pixel Auto Focus
- 12G-SDI connectivity

### Cine Prime Lenses:

- Designed for EF mount 35 mm and Super 35mm cameras
- Compact Design
- Spectacular 4K image quality with cinematic look
- Full frame image circle
- Industry standard manual control
- 11 blade diaphragm for attractive blurring

### Compact Servo Lenses:

- Canon EF mount compatibility
- Optional Canon ZSG-C10 remote zoom grip (sold separately) offers control over zoom and AF.
- Superior Canon optics provide stable brightness levels of across the entire zoom range
- DC & USM motors for fast, fluid and quiet servo zoom and focus control
- 3 modes of image stabilisation for crisp, clear video
- Compact design
- 9-leaf iris helps create beautiful, cinematic bokeh effects
- Significantly reduced 'focus breathing' means less distortion and more consistent shooting



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**Canon Inc.**  
Canon.com

**Canon Europe**  
canon-europe.com

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**Canon Europe Ltd**  
4 Roundwood  
Avenue,  
Stockley Park,  
Uxbridge,  
Middlesex  
UB11 1AF UK

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