



BMG for NATAS

The 48th Daytime Emmys Awards ceremony goes virtual

Following an online edition in 2020, the National Academy of Television Arts and Sciences (NATAS) shifted to a fully remote format for its 2021 edition, marking the first awards show in the USA to be produced in a completely virtual environment

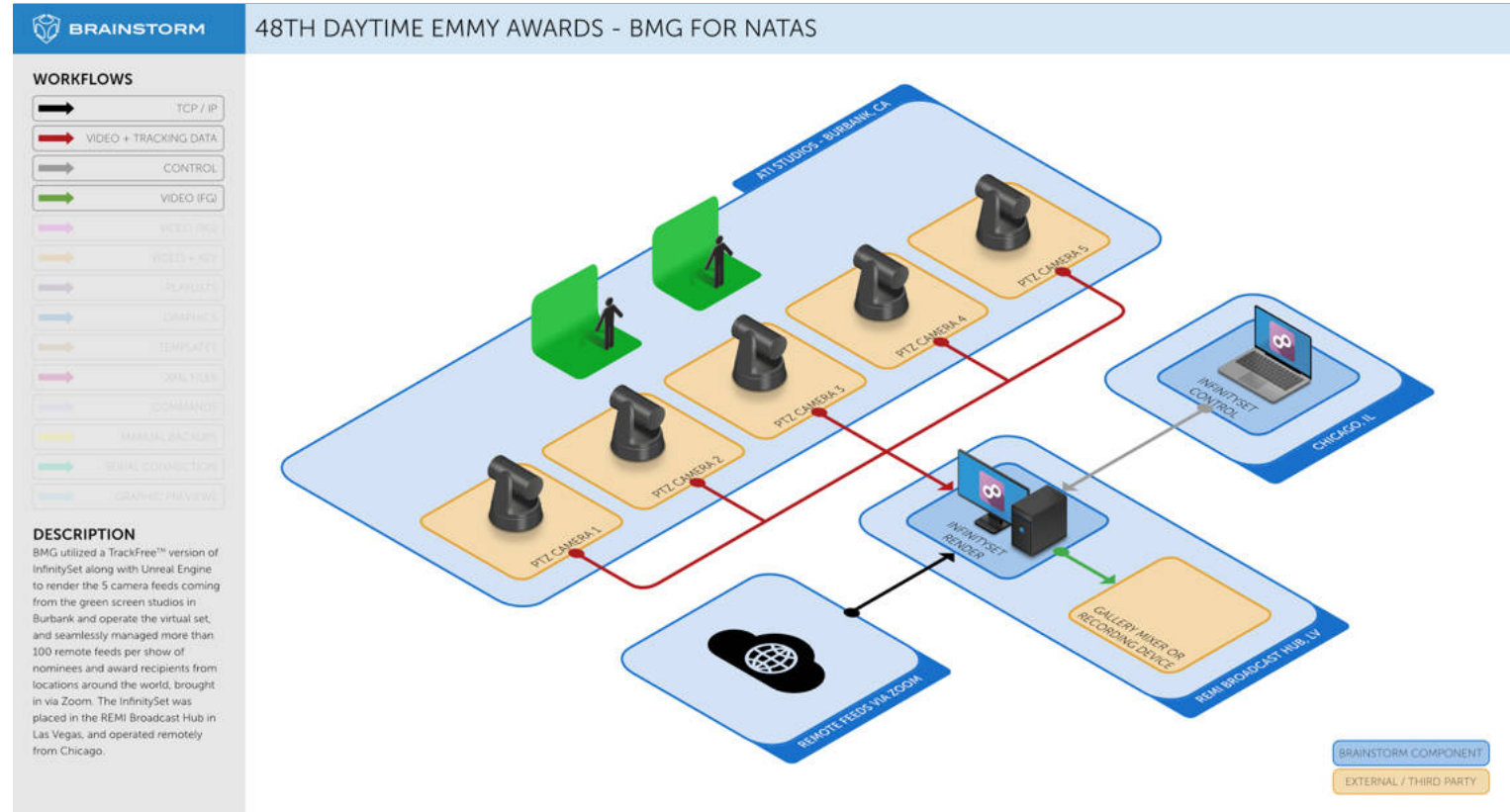
The Daytime Emmy Awards are an American accolade bestowed by the New York-based **National Academy of Television Arts and Sciences (NATAS)** in recognition of excellence in American daytime television programming.

BMG, leader in creating and producing live Augmented Reality broadcasts, partnered with NATAS in order to produce together two state-of-the-art live virtual Daytime Emmy Award shows. BMG executed the show using **centralised technology** and **decentralised staffing** by utilising its state-

of-the-art REMI Broadcast Hub with InfinitySet in Las Vegas (Nevada), and its multi-camera REMI field packages.

BMG built two green screen sets and a hard set on location at **ATI Studios in Burbank** (California), with a total of five **4K PTZ**

Like with many other live events, the global pandemic, along with its restrictions and safety recommendations, forced to review the way events were conceived. In 2021, the **Daytime Emmy Awards** organisers decided the show should remain live on-line for a second consecutive year due to uncertainty over the COVID-19 pandemic, and relied on international television production company **Broadcast Management Group (BMG)** and the experience the company had gained by using InfinitySet for transforming real productions into virtual live events.



cameras between these 2 sets plus **four studio cameras** for the hard set. The team in Burbank included the show hosts, award presenters and recipients, and an extensive production crew that teamed up with the staff located in Chicago (Illinois) that included the virtual set technical director who operated the InfinitySet physically located in the BMG REMI Broadcast Hub in Las Vegas.

BMG utilized a TrackFree™ version of **InfinitySet** along with **Unreal Engine** to render the 5 camera feeds coming from the green screen studios in Burbank and operate the virtual set, and seamlessly managed more than **100 remote feeds per show** of nominees and award recipients from locations around the world, brought in **via Zoom**.

“As a premium reseller of Brainstorm and a power user, we have a lot of experience working with the company’s hardware and software. This project reinforced what we already knew, that InfinitySet is the **best product of its kind** on the market, always allowing us to exceed our client’s

expectations” Todd Mason, Chief Executive Officer, Broadcast Management Group and show director.

“One of the key factors in our search for production support for our 2021 events was finding an all-in-one shop. BMG certainly delivered, with a complete package of manpower, connectivity, and technology. Add in plenty of innovation as we embarked on the **first-ever Augmented Reality**, REMI award show and BMG proved that they are the industry leaders”, said Steve Ulrich, Senior Vice President of Production and Events, National Academy of Television Arts and Sciences.

The resulting production is a perfect example of great content that highlights how **combining traditional broadcast technologies**, such as virtual sets and augmented reality, **with IT communications and conferencing** software, can result in a dynamic show with amazing effects and visual impact that overcomes the limitations in travelling and social distancing in the ‘new normal’ world of virtual productions.

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CEO, BMG

