FACTSHEET

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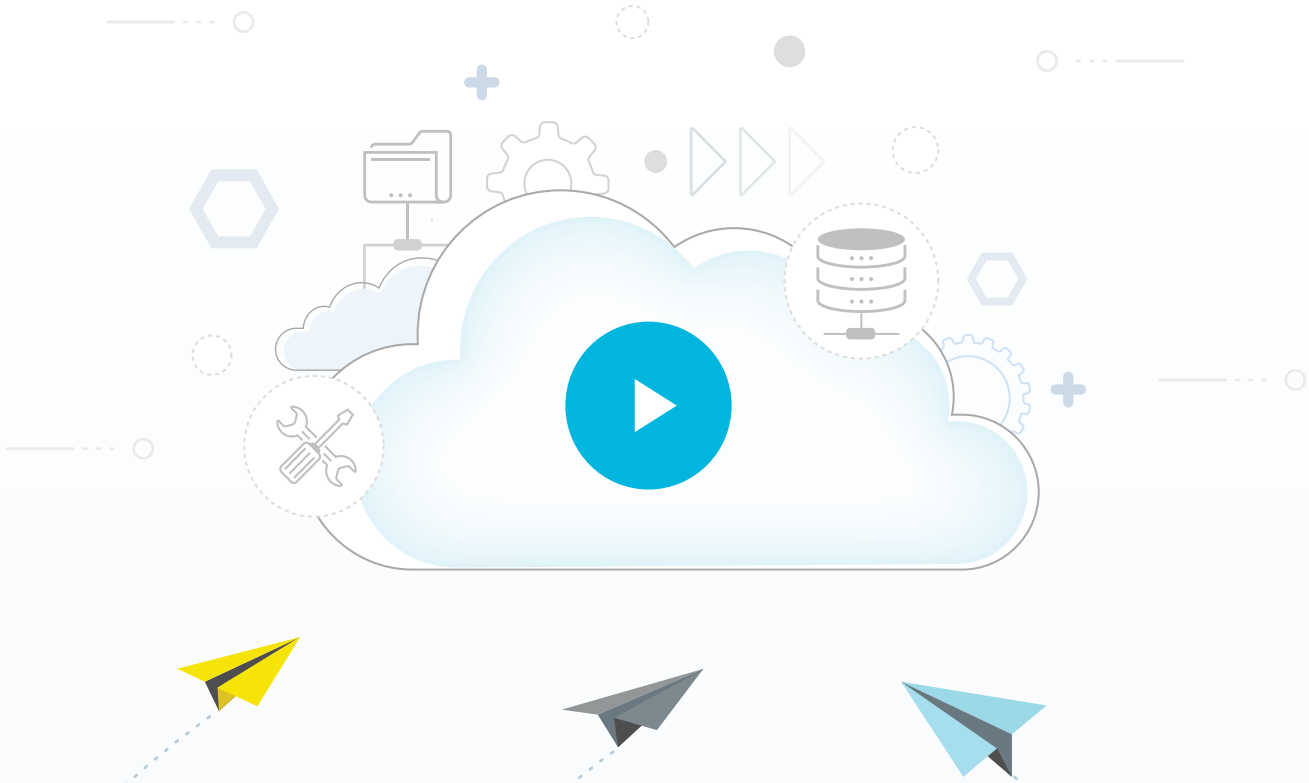
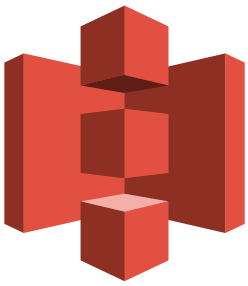


Migrate to Cloud

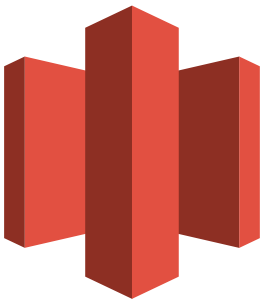
Innovate faster, reduce costs, and operate more securely with cloud

Amagi CLOUDPORT uses Amazon Web Services (AWS) architecture for end to end playout management. Using the AWS S3 cloud for storage and AWS Glacier for archival allows you complete control over your media assets with military grade security. With CLOUDPORT and AWS cloud you can streamline your media assets storage and archival, reduce costs, and operate more securely with built in redundancies.



AWS S3 Storage

Amazon S3 offers a highly durable, scalable, and secure solution for backing up and archiving your critical data. You can use Amazon S3's versioning capability to provide even further protection for your stored data. You can also defi ne lifecycle rules to automatically migrate less frequently accessed data to Standard - IA and archive sets of objects to Amazon Glacier.



AWS Glacier Archival

Amazon Glacier is a secure, durable, and extremely low-cost cloud storage service for data archiving and long-term backup. To keep costs low, Amazon Glacier is optimized for infrequently accessed data where a retrieval time of several hours is suitable.

Data is stored in Amazon Glacier in "archives." An archive can be any data such as a photo, video, or document. You can upload a single fi le as an archive or aggregate multiple fi les into a TAR or ZIP file and upload as one archive.

A single archive can be as large as 40 terabytes. You can store an unlimited number of archives and an unlimited amount of data in Amazon Glacier. Each archive is assigned a unique archive ID at the time of creation, and the content of the archive is immutable, meaning that after an archive is created it cannot be updated.

Why should you migrate to the AWS Cloud with Amagi today?

Low Cost
Store large amounts of data at very low costs

Secure
Transfer data over SSL and encrypt it automatically

Scalable
Store as much data as you want and scale up or down whenever you want

Always Up
Experience continued availability with 99.99% broadcast SLA

Easy to use
Manage uploads with an easy to use web interface

Traditional Playout

Satellite /Fiber

Difficult to scale up or down

Longer turn around time to set up satellite feeds, and to negotiate other service provider contracts

Content assets and playout vulnerable to natural or man-made disasters

Natural or man-made calamities can destroy physical datacenter, uplinking facility. Even satellite can be malfunctioned due to solar flairs etc. At any point the broadcast could be interrupted

No control over content security due to multiple stakeholders

Playout is vulnerable to tampering since multiple collaborators and stakeholders are involved

Nextgen Cloud Playout

AWS cloud

Improved scalability with PaaS model

Can be scaled up or down instantly due to virualized infrastructure

Content assets and playout completely impervious to natural or man-made disasters

Broadcast is uninterrupted as a different instance of cloud immediately goes live in case the existing one goes down. With a cloud based playout, even the schedule remains unchanged despite calamities

All content secured with military grade encryption

All content and media assets are protected by enterprise grade firewalls and Amagi services such as monitoring are also covered well defined information security policy

Traditional Playout

Satellite /Fiber

Needs heavy upfront investment (heavy capex)

Satellite or fiber based playout requires heavy capital investment from the channel. Contract negotiations for satellite or fiber are also long term, creating an invetment trap for the channels

Same content needs to be uplinked multiple times

A traditional set up is linear in nature. So, even for repeat telecasts the broadcaster needs to uplink the same content again and again. Satellite uplinking costs are incurred every time the content is uplinked

Lack of control on playout outside broadcaster premise

The traditional set up often includes many intermediatories such as the uplinking facility, the playout management service provider etc. Essentially, the TV channel loses control over playout once the content leaves broadcast premise. This forces TV channels to limit localization, as they have no way to know exactly what content could be played out locally on their channel

Content customization and non-contiguous delivery

Satellite based broadcast is best suited for a single large geographical area, as the satellite feeds usually cover most parts of a continent. However it's not ideal for non-contiguous delivery or customization of channels inside the same area. For both purposes, channels need to use either a different satellite or an additional sub-feed

Nextgen Cloud Playout

AWS cloud

Pay as you go model for improved flexibility (light opex)

CLOUDPORT has a pay as you go, PaaS model that allows channels to scale up gradually and pay fractional amount directly linked to their usage

Single transfer instance of content assets

With cloud, broadcasters can send entire day's content schedule to an Edge playout server, store it on the edge, and remotely manage the playout, without incurring satellite uplinking costs

Complete control on playout at all points

CLOUDPORT has a web based playout management feature that lets TV channel control their playout right till the edge. All the content preparation services including subtitling, QC, and VO are also integrated on playout management dashboard

Ability to customize each headend and deliver in non-contiguous locations

With CLOUD, channel can be delivered with unique content at each headend, even in non-contiguous locations

Replacing your data center with cloud is easier than you think

Amagi's AWS powered cloud solution is compatible with the tools and processes you may use on-premises:

- The AWS Management Console Integrates with management tools like Microsoft System Center and VMWare vCenter
- AWS VM Import allows you to use existing virtual machine images on AWSDedicated AWS Infrastructure or Microsoft
- License Mobility allow you to leverage existing enterprise software licenses

You can even use cloud as an extension of your existing data center

- AWS Direct Connect gives you access to dedicated network connections between AWS and your data center
- Amazon EC2 Dedicated Infrastructure allows you to access EC2 Instances that inside servers that run your workloads exclusively
- Amazon VPC allows you to virtually isolate your instances for increased data security

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Amagi is the world's first cloud-managed broadcast services and targeted advertising solutions company. Amagi brings simplicity, advanced automation, and transparency to the entire broadcast operation, be it for traditional TV or next-gen multiscreen platforms. Amagi has deployments in over 40 countries, enabling TV networks to launch, operate, and monetize channels anywhere in the world. Amagi also provides targeted advertising solutions to 2,500+ brands, shaping the future of TV advertising. Amagi Corporation is based in New York, with offices in London, Hong Kong, New Delhi, Mumbai, and the R&D center in Bangalore.

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