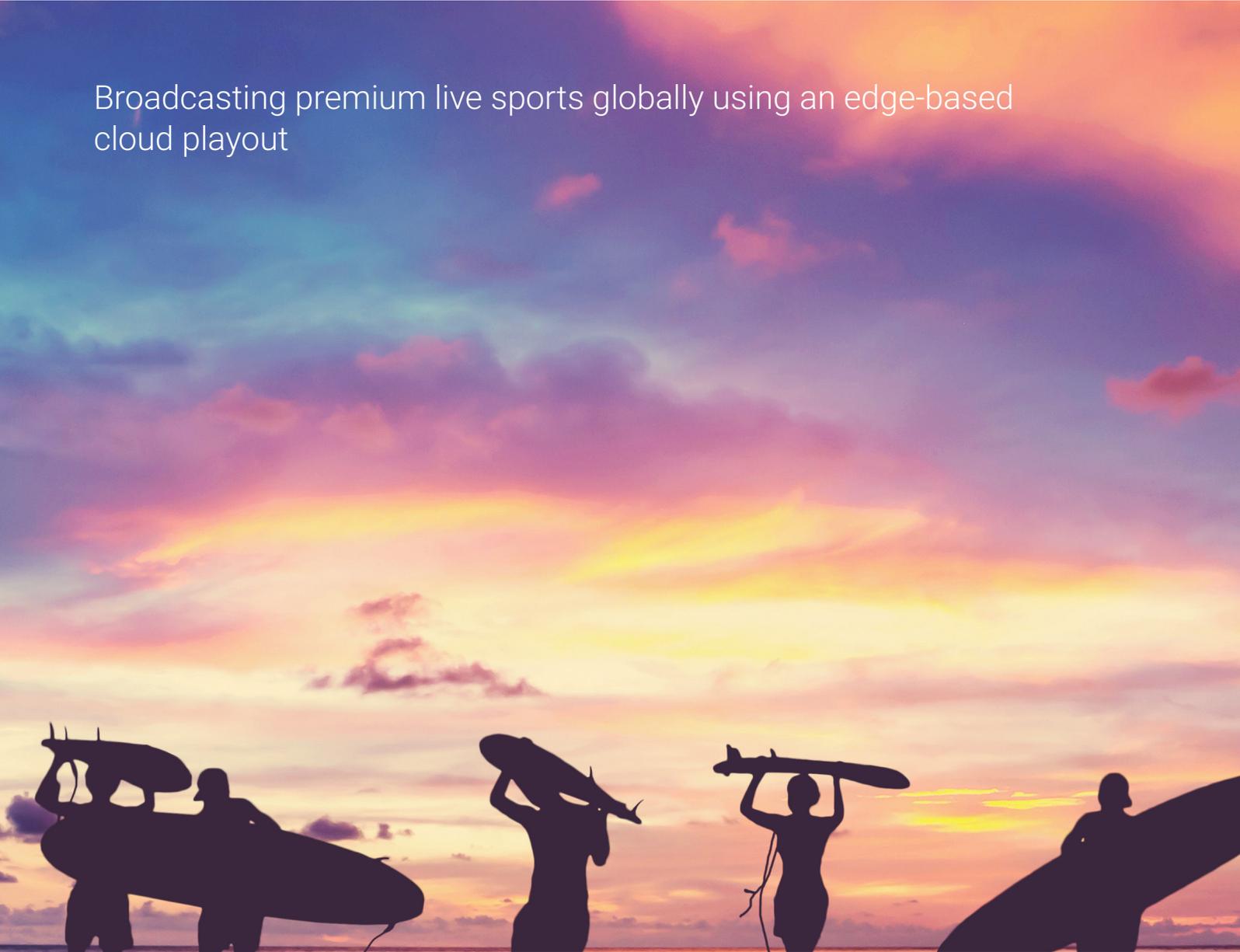


Regionalized live channels

Broadcasting premium live sports globally using an edge-based cloud playout



QUICK FACTS

17

Operator headends across 12 countries

02

Satellites replaced with cloud

24x7

Remote management with cloud MCR

This project highlights the advancement in cloud technologies that is enabling top-tier TV networks to operate premium live sports channels in distributed geographies without using traditional satellite delivery models. It demonstrates the power of

next-generation cloud-based broadcast platforms to provide unprecedented flexibility to broadcasters, be it creating custom feeds, spinning up new feeds, or controlling live playout at each operator headend, all through a single web-based UI.

About the customer

Amagi's customer is a premium sports channel that consolidates the best of action sports into one accessible channel. Programming from the 24/7 HD channel is available for broadcast around the world, delivering the most up to date superior action sports content, covering the greatest live action sports events and ground-breaking programming from the worlds of Snow, Skate, Surf, BMX, Moto and more.

The fantastic range of programming on offer from Amagi's customer features a diverse and interesting selection for every action sports enthusiast, including the World Surf League, the UCI BMX Supercross World Cup, the World Snowboard Tour, Crankworx and the FISE World Series.



Customer challenges

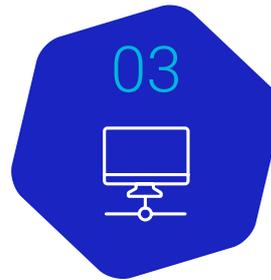
The customer wanted to broadcast its channel in non-contiguous geographies, and was keen to expand into new markets. It's specific business requirements included the following:



Broadcast the channel through 17 operator headends across 12 countries: Abu Dhabi, China, Greece, Hong Kong, India, Mongolia, Myanmar, and the UK, among others



Manage content rights obligations without creating a separate broadcast infrastructure



Operate a common feed with the flexibility for operator in the Middle East to opt out of live content such as women's surfing due to cultural sensitivities



Ability to monetize content in regional markets by attracting local advertisers in the future

Adopting traditional broadcast models would have meant that the customer would have to invest in at least two satellite transponders, and create additional delivery infrastructure to manage opt-out of live content, and adhere to content rights obligations. Further, the customer would require a separate solution to monetize the content on a common feed in multiple markets.

Overall, to address all of the customer's business requirements, traditional approach called for expensive CAPEX, investment and integration with multiple solutions, and work with more than one solution provider. In addition, retaining control of playout operations, and having full visibility to end-to-end broadcast workflows would have been challenging.

Amagi solution

Since the customer required to reach audiences in three continents, across countries that are non-contiguous, Amagi architected a cloud broadcast solution with an edge-based playout and delivery.

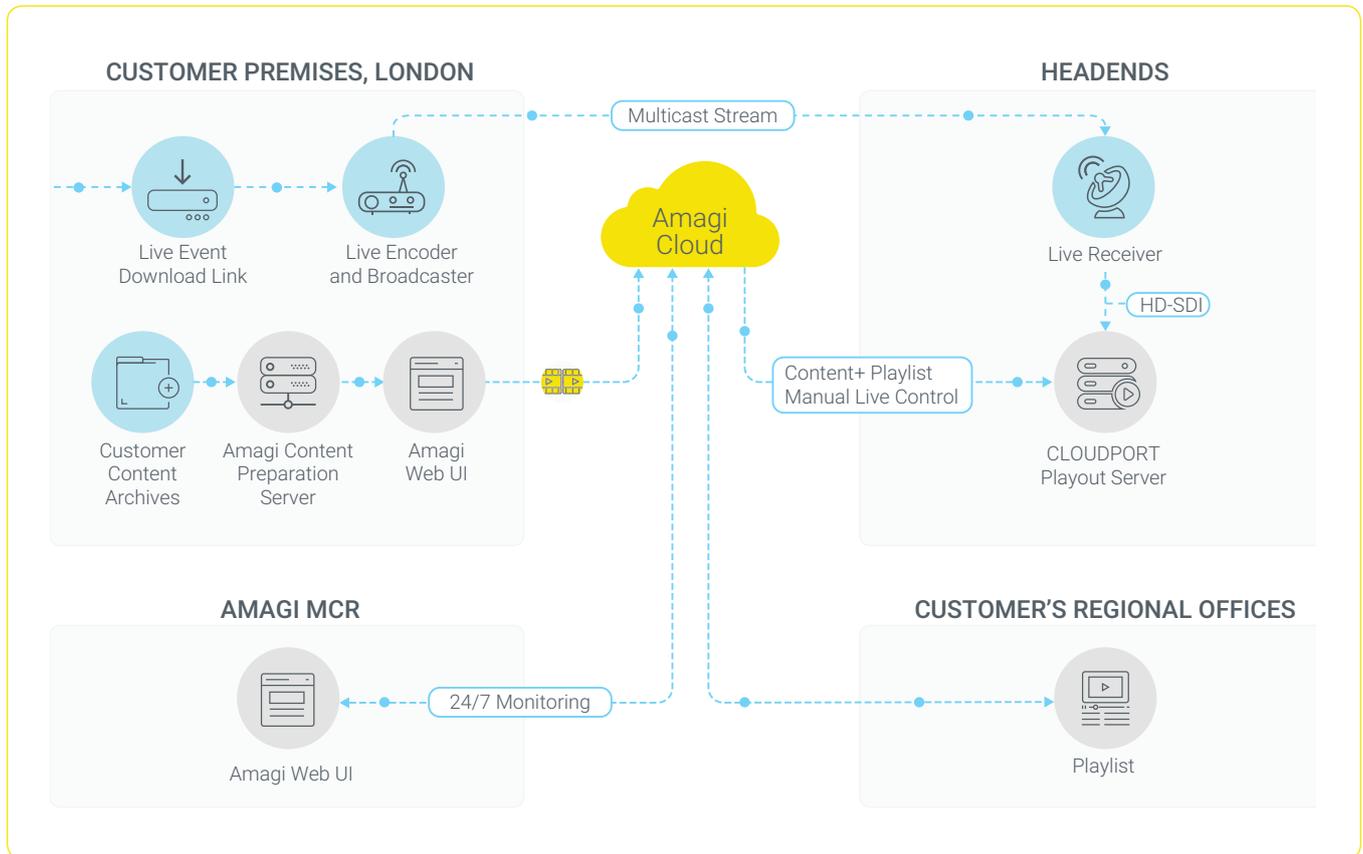


Fig 1. CLOUDPORT System architecture

The solution comprised of:

- 01

Downlinking live events at customer's premises, and encoding and streaming it to 17 operator headends through Zixi live receivers and played out using Amagi CLOUDPORT playout servers
- 02

Installing Amagi content preparation servers at the customer's office for ingest and transfer of library content
- 03

Creating an instance on Amazon AWS cloud for content storage and archival, managing schedules and playlists
- 04

Configuring sub-feeds for operator in the Middle East to opt-out of select live events

Benefits and outcome



01

Smart automation of live broadcast pertaining to dynamic schedules (weather-driven) of sporting events such as surfing to ensure smooth telecast

02

The customer now has the advantage of creating unique playlists for each country without setting up additional infrastructure

03

Create a new feed instantly by merely installing a CLOUDPORT playout server at the operator headends in any geography

04

End-to-end broadcast operations for the customer's channel in 12 countries through a single web-based UI, from anywhere in the world

05

Centrally manage live switch in/out and ad breaks via Amagi MCR for entire channel broadcast

06

The customer can now seamlessly integrate local ad schedules when needed to generate regional ad revenues

amagi

Media services | Playout services | Delivery services | Ad revenue services

