VIDEO UNLIMITED CLOUD PLAYOUT

A cost effective and best in class cloud playout solution along with managed services and operations for broadcasters and media organizations to achieve their vision

What is VU Cloud Playout

The next thing in broadcast transmission is cloud oriented playout. TechM's **VU cloud playout** is an award-winning solution for cloud-based linear broadcast channel playout platform. It offers broadcast level QoE with the flexibility and scalability of pure cloud or edge deployment, and can be used to deliver channels over any distribution mediums like satellite, fiber, or IP. **VU cloud playout** leverages the end to end orchestration of playout value chain such as playlist generation, content indexing, prioritization, Quality checks, processing, validations, delivery etc. VU cloud playout can also be deployed to manage live broadcast and can ingest content from multiple live sources to give a full-fledged operational experience operators.

VU cloud playout is the value for money solution and best in class features and can ingest all industry-preferred formats for primary and secondary events. It can generate output in multiple formats such as HLS, MPEG, ASI, SD/HD-SDI etc.

What is industry AS-IS Broadcast Playout practices?

In the ideal broadcast world, broadcasters are using an integrated server platform for scheduling, asset management, playout automation and content delivery. This is achieved through the use of the software and COTS hardware with SDI based broadcast systems implemented at their own on premise data centers with appropriate data processing facilities to support their own business operations with their own operators.

The evolution of the broadcast playout systems varied along with time such that from implementing a traditional automation system that links together a complex collection of many devices from different providers to a basic single-channel box consisting of a standard PC with cards. There is now a viable alternative integrated playout system that brings a file-based, networked, and scalable approach to the task of well-managed, consolidated delivery of on-air content that includes video, audio, secondary media, and graphics.

What are current Broadcast Playout challenges?

Playout is the mission critical part of the broadcasting but, these traditional broadcasting solutions are failing to keep the brand awareness. The need of the hour is to get access to global customers and cope up with the evolving business demands.

Few of the growing challenges to established Media Companies are:

- High capital cost of standard playout solutions

- Launching new channels or upgrading existing services is often expensive, time-consuming and adds complexity to the network

- Too much time to integrate with a variety of components from different vendors

- Lack of visibility and traceability of broadcast workflows

- Keep the spares and additional redundancies of the entire chain

- Infra depreciation and procurement challenges

- Ongoing maintenance to keep everything running smoothly cuts into ROI

- Broadcasters are losing their customer loyalty

- The relationships in the broadcast chain between content producers, broadcasters, network providers, advertisers, and viewers are getting challenged.

Our solution

TechM's **Video Unlimited Cloud playout** platform is an ideal solution to the above challenges and to help broadcasters meet their visions like increase market reach, ease out Operations, compatible for multi-platform, revenue beyond Ads and Subscription etc.

Our solution is a complete bundle of content playout and delivery services that provides cost effective, reliable & stable digital channel cloud playout system, managed services and operations for broadcasters and OTT channels. It can be integrated with all industry standard products resulting in customized solutions as per the requirements. The new age technologies used in the solution makes you future ready by offering instant scalability and agility.

The differentiating advantages of VU **cloud playout** solution are:

Better Content Business Visibility - Enabling more productive business arrangements, improved optimization of airtime and advertising

Optimizing Performance- Distribution of content to new, expanded markets and geographic locations

Maximizing Content Assets- Improves the ability to provide content to niche markets and monetize content

Reducing Redundancies- Media companies can eliminate hardware redundancies that occur all along the broadcast chain

Channel Creation Advantages- The innate flexibility of a cloud-based architecture allows the creation of channels on anywhere, anytime basis with considerably lower barriers

Cost and Monetization- Advantages reduce both capital investment requirements and ongoing operational costs

Advanced Cloud security- Unified security management and advanced content threat protection

Our View

Thinking out of the box and embracing the future proof technologies is the need of the hour in order to be relevant to the emerging needs of the fragmented audiences.

Since I have been part of broadcast family for more than a decade, I believe the move to IP is essential to every broadcaster in terms of visibility and brand optimization. It is gaining traction as broadcasters' awareness of adopting IP is slowly picking pace. It is high time for change and a leveraged digital transformation of playout and distribution.

In the initial days, IP will be supplementing SDI and gradually replace it as part of optimizing the entire new broadcast facility. It is inevitable for controlling remote devices, better visibility and increase brand awareness and for point-to-point file distribution.

The initial movers in this field will be broadcasters with entertainment channels with no/ less live channels in order to take the advantages of cloud and being future-ready.

AUTHOR

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Ajomon has 12+ years of professional experience in core Media and Entertainment sector. He has experience in designing, integrating and creating workflows for cloud playout, automation system, Post Production systems, DAM, Graphics systems and Baseband chain, BMS & RMS etc. Training technology team on the systems, workflows, standard operating procedures, disaster recovery, failover procedures. End to End Project management for technical setup of the channels and re-engineering.

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