



CASE STUDY

# Enhance playout efficiencies with nextgen cloud technologies

Learn how B4U Television Network transitioned their global playout to Amagi CLOUDPORT to drastically reduce OPEX, support new revenue opportunities and future market expansions, while retaining agility to respond to constant technology changes with ease.

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# About B4U Television Network

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B4U Television Network is one of the foremost Asian channels to pioneer Bollywood and Indian entertainment worldwide. The network operates popular channels such as B4U Movies, B4U Music, B4U Plus, B4U Release, and B4U Aflam, reaching over 200+ million viewers, worldwide.

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# Client Needs

B4U operates in distributed geographies such as India, the UK, US, Canada, Caribbean, the Middle East and parts of Asia Pacific. The network used traditional broadcast infrastructure of satellite and fiber to deliver its channel bouquet in these markets. B4U used a third-party managed services supplier to operate their channels.

## Challenges

- B4U was incurring high OPEX owing to the traditional delivery methods of satellite and fiber that it had deployed
- Since B4U operated in non-contiguous geographies, it had to set up separate delivery infrastructure in each case. Further, any future expansion meant creating additional end-to-end ployout and distribution infrastructure
- B4U was keen to enhance viewership of its channels through customized content for each market, delivering locally relevant branding and overall channel presentation
- B4U wanted to increase monetization opportunities by customizing multi-country channel feed in individual countries. In addition, replace advertisements in local markets, and change program content and graphics as well
- B4U was experiencing technical challenges too- Lack of control, transparency, flexibility to make last-minute changes, and inability to view ployout status of its channels across the globe. B4U wanted to include advanced graphics capability in its ployout. But, that meant an increase in costs

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# Amagi Solution

Amagi deployed its CLOUDPORT platform that could not only address B4U's current needs, but also ensured future-readiness in tune with B4U's growth plans. CLOUDPORT is a cloud-based channel ployout platform that allows TV networks such as B4U to operate its existing channels, expand into new geographies, and launch new channels without using satellites. CLOUDPORT also integrates flawlessly with multiple content delivery models such as cloud, satellite and fiber, which proved essential given B4U's varied distribution tie-ups.

In comparison with traditional ployout platforms, Amagi CLOUDPORT offered B4U significant advantages across key elements of ployout.

Key Elements	Existing Traditional Playout Platform at B4U	Amagi CLOUDPORT
<b>Infrastructure</b>	Playout from a central facility and delivery to new regions bound to traditional satellite and fiber models	Operates on public cloud-based infrastructure that is highly scalable.  Delivery using a mix of direct edge playout or satellite/fiber
<b>Technology Support</b>	High dependency on technology capability of 3rd party system providers to customize workflows	Offers faster response time for new requirements as technology is built in-house. Even for on-going support, skilled and qualified technology teams deliver solutions within a comprehensive SLA framework
<b>Execution</b>	Massive and laborious to operate, slowing down B4U's ability to manage change.	Highly automated with full control to B4U operations team
<b>Future-proof</b>	Traditional playout without integrated options for localization, monetization and OTT	Cloud-based playout allowing hyperlocal regionalization and natural OTT distribution
<b>Content Availability</b>	Uses traditional data storage with limited redundancy	High availability of content through AWS storage with worldwide redundancy
<b>Transparency</b>	Lack of visibility of playout to TV network	Complete transparency and control to TV network through cloud UI

#### **CLOUDPORT Features**

- HD 1080i 60Hz/50Hz
- Dynamic multi-layered graphics
- Subtitle support (Open/closed)
- Military-grade AES 256-bit platform-wide encryption
- 99.99 percent broadcast SLAs
- Manage Internet outages by smart playlists and evergreen content
- Advanced and easy-to-use web interface for remote playout management
- 24x7 infrastructure monitoring

#### **Phase-I Implementation – India**

In the first-phase, B4U deployed CLOUDPORT to deliver B4U Movies and B4U Music in India. Amagi transcoded existing content assets of the two channels, and uploaded them to the Amagi cloud. Once the content was pushed to the cloud, it was available to be used in India and for other global channels as required. Using CLOUDPORT, B4U could manage content assets, schedule playlists, insert channel graphics, and monitor playout through the platform's web-based UI.

For India market, B4U had a specific requirement to deliver content through AsiaSat, a teleport in Hong Kong. Amagi installed its CLOUDPORT server at AsiaSat which uplinked the output feed to its satellite which was downlinked at a large number of headends in India for the last mile distribution to viewer homes.

## Phase-II Implementation – Global

In the second phase, Amagi enabled CLOUDPORT to playout and deliver eight channels in total across the US, Canada, Caribbean, UK, Africa, the Middle East, and APAC. These included regional variants of B4U Movies and B4U Music in multiple markets as well as B4U Aflam and B4U Plus in the Middle East.

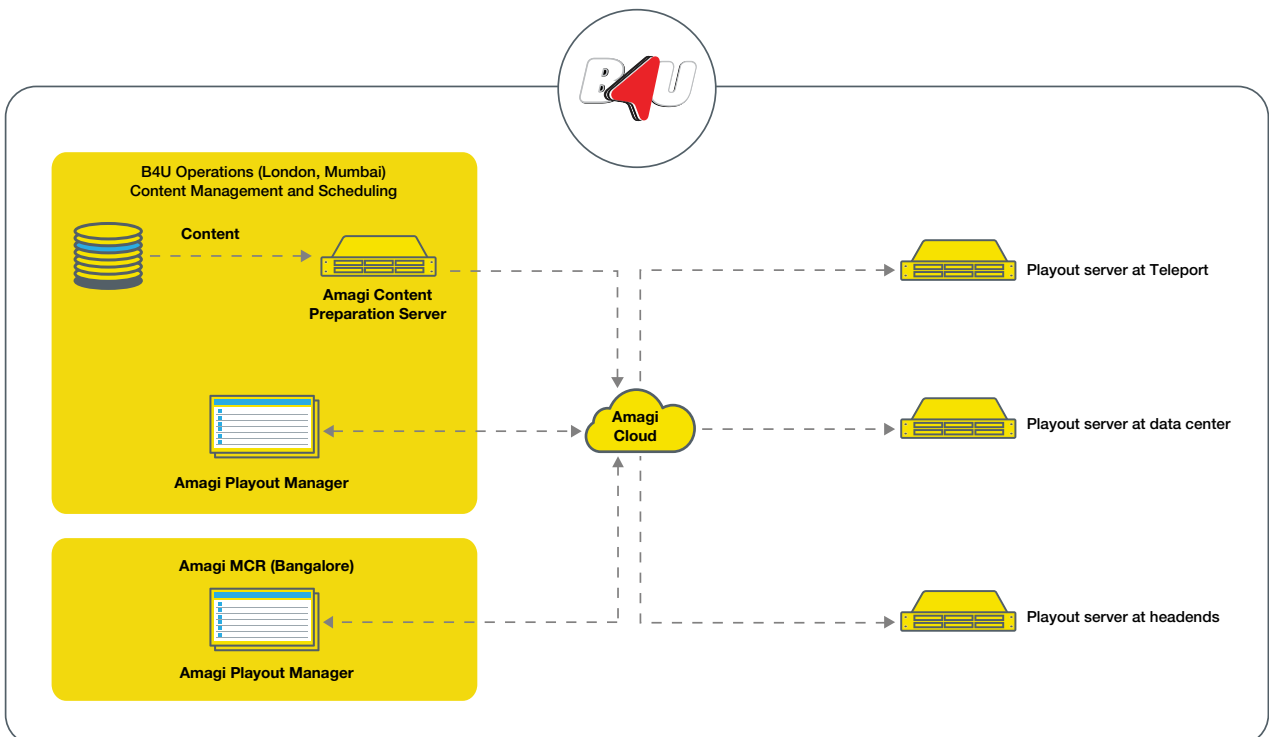
While the content assets for B4U Movies and B4U Music were already available on Amagi cloud as part of Phase I deliverables, content for the remaining feeds were transcoded and pushed to the cloud. Regional regulatory concerns were also addressed by creating versions of existing content as needed.

In the US, CLOUDPORT playout server was installed at a data center in New York, due to proximity and cost-efficiencies. The channel was further distributed to the local headends over fiber. In case of distribution to the UK and Middle East, CLOUDPORT playout servers were installed at a data center in Singapore, and the channel feeds were delivered to headends in respective regions via fiber.

In Canada, the Caribbean, and Mauritius, Amagi installed CLOUDPORT playout servers directly at headends which then distributed the channel feed to audience homes. This approach helped B4U eliminate satellite and fiber distribution costs to reach these regions.

Using CLOUDPORT's easy-to-use web UI, Amagi created country-specific feeds for each of the channel, enabling B4U to manage its content assets, playlists and schedules to run the channels efficiently.

Further, Amagi monitors B4U's entire global playout infrastructure, 24x7 from its state-of-the-art MCR located in Bangalore.



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## Benefits and Outcomes

Transitioning from traditional playout systems and delivery to a cloud-based broadcast infrastructure, B4U has benefitted in many ways.

- Reduced OPEX significantly in comparison to B4U's previous traditional broadcast model
- Eliminated the need for satellite-based delivery for any geographic expansion in the future
- Scalability and speed of deployment: Since B4U's entire content assets are on the cloud, creating any number of new feeds or expanding to new markets is much easier now. Plus, it will take less than four weeks to launch new feeds, compared to longer set up time with traditional models
- CLOUDPORT ensured minimal changes to existing workflows while enabling distributed workflow management, bringing together B4U's operations and support teams in the UK, India, and Hong Kong with Amagi's operations team in India for a seamless and flawless playout operations
- B4U can now hyperlocalize content in each territory by customizing its playlists to suit local needs, where required and monetise the channel better
- Using CLOUDPORT, B4U now has enhanced readiness to easily create OTT multi-screen feeds catering to diverse needs of audience across geographies

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“The traditional playout approach we had been using was not only expensive but also restrictive in terms of the lack of ability to scale, accessibility across locations, frequent technology upgrades, and disaster recovery safeguards. We needed a playout solution that would reduce costs without compromising broadcast quality.

Transitioning from a traditional playout model to a next-generation cloud infrastructure powered by Amagi's playout platform has allowed us to be at the forefront of cutting-edge technology adoption. CLOUDPORT increases the flexibility of our broadcast workflow, making it easy for us to deliver content relevant to each region.”

– **Ashok Shenoy, Head of B4U International Business**

“CLOUDPORT is rapidly becoming the preferred platform of choice for channel playout and management as TV networks look to leverage new efficiencies available through virtualized playout models. CLOUDPORT's natural support for multisite workflows and collaboration, dramatically enhances playout and distribution efficiencies for B4U Television Network while enabling them to deliver a world-class entertainment experience to customers.”

– **Srividhya Srinivasan, Co-founder, Amagi**

## About Amagi

Amagi is the world's largest platform for delivering targeted TV content and advertising anywhere across the globe. Every month, Amagi delivers and plays out more than one million advertising seconds and thousands of hours of content for many leading broadcasters. Amagi's patented core technology delivers new market access, content localization, and advertising revenue streams for broadcasters at a fraction of the cost when compared to existing traditional satellite and fiber based delivery models.