

STORM

Edge Content Insertion Platform

Regionalize content without creating new satellite feeds

Varying viewership preferences, complex broadcasting regulations, and content licensing challenges are making the pursuit of reasonable ROI, a daunting task for TV networks.

With Amagi's STORM platform, TV channels can dynamically replace content to improve relevance and accuracy as per the local needs on their satellite feeds. A regionalization strategy based on STORM can help TV channels avoid the capital-intensive route of setting up satellite feeds and improve ROI.

STORM allows TV networks to centrally manage multiple content SKUs across hundreds of headends around the globe.

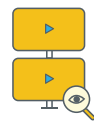


STORM Highlights



Cost Effective

No need to create new satellite feeds to regionalize content



Unified Monitoring

Unified management of multiple headends



Local content transport

Internet based or satellite trickle bandwidth



Workflow integration

Multiple trigger support including Amagi Watermark, DTMF, and SCTE-35



Manageability

Simplified web user interface with integrated playlist scheduling options



Support

24/7 infrastructure monitoring with call center support



Sports and News friendly

Extensive content insertions across audio & video, and multi-layer graphics on both HD and SD platforms



Graphics Overlay

Feature-rich graphics overlay for localization

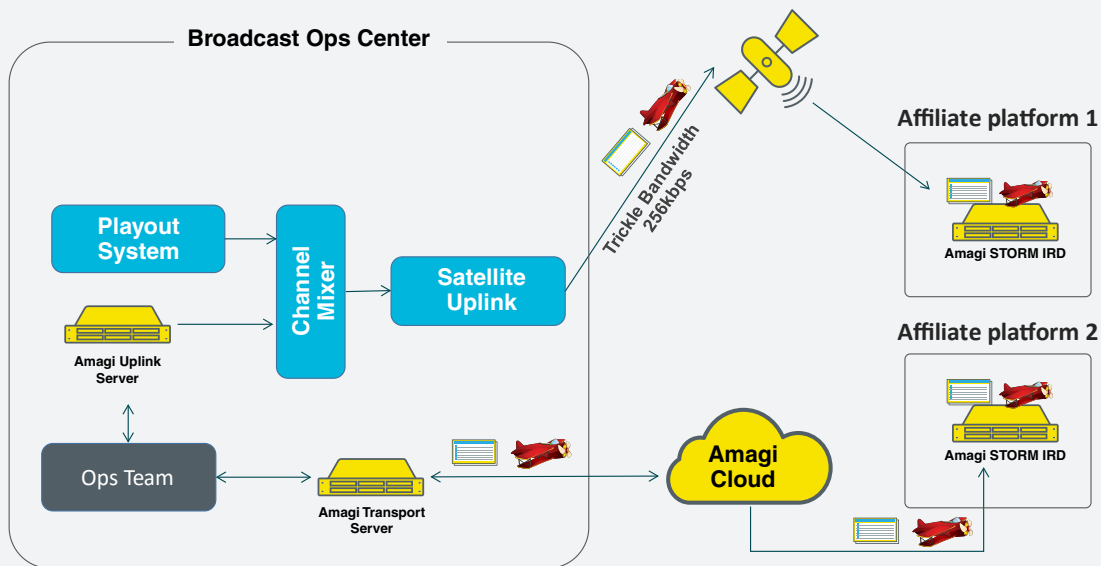
STORM Features

System features

- DVB-S and DVB-S2 compatible
- Suitable for both HD and SD channels
- RF and IP input streams support
- Equipped with HD-SDI output and standard CVBS analog output
- Device management through front panel operation or easy-to-use web based interface
- Conditional access support using DVB-CI
- Integrated storage of upto 1TB
- Centrally manage thousands of IRDs deployed across the globe through cloud UI

End to End Infrastructure

Replacement content and playlist delivered through cloud or satellite



Patented Amagi Watermark Technology

Highly reliable
trigger detection

Local insertions managed as
an independent workflow

Frame-accurate
splicing

Traffic or automation system
changes not required

CONTENT INSERTION USE CASES

Local Advertising

Different Ads in different regions

Targeted ads for
India and Dubai



Mobile phone ad
(India)



Ice cream ad
(Dubai)

Content Masking

Regulatory restrictions

Religious content not allowed
in Singapore



Satellite feed
(Asia)



Local feed
(Singapore)

Content Masking

License restrictions

No broadcast rights for
Bigg Boss in Africa



Satellite feed
(EMEA)



Local feed
(Africa)