



Monetizing food content in the Middle East with local playlist integration

How an international food channel is delivering local programming and ads without losing control of its p layout.

QUICK FACTS

01

Cloud interface to manage local ads and playlists

02

Playlist schedules merged using smart merge

24x7

Subfeed with localized content played out in Dubai

About the Customer

Amagi's customer is a leading developer of engaging lifestyle content in the home, food and travel categories for television, digital, mobile and publishing.

The TV networks owns and operates an international food channel for EMEA region. The channel airs both specials and regular episodic programs about food and cooking through a common EMEA feed.

Business requirements

Amagi's customer was broadcasting their food channel with predominantly Europe-focused programming. Owing to local audience requirements, the customer was keen to introduce local Arabic language content for short duration.

Additionally, the customer's local operator was allocated a certain amount of ad inventory that it could sell independently. The customer wanted to allow the operator to insert only these locally sourced ads while retaining control of the overall playout.

The Challenge

Traditional route of setting up an additional satellite or fiber feed would have resulted in a low ROI. Also monitoring the feed, controlling the playout, and integrating multiple playlists would have been an operational challenge.



REMOTE MONITORING

Monitor output & retain control of entire playout operations



LOCAL FEED CREATION

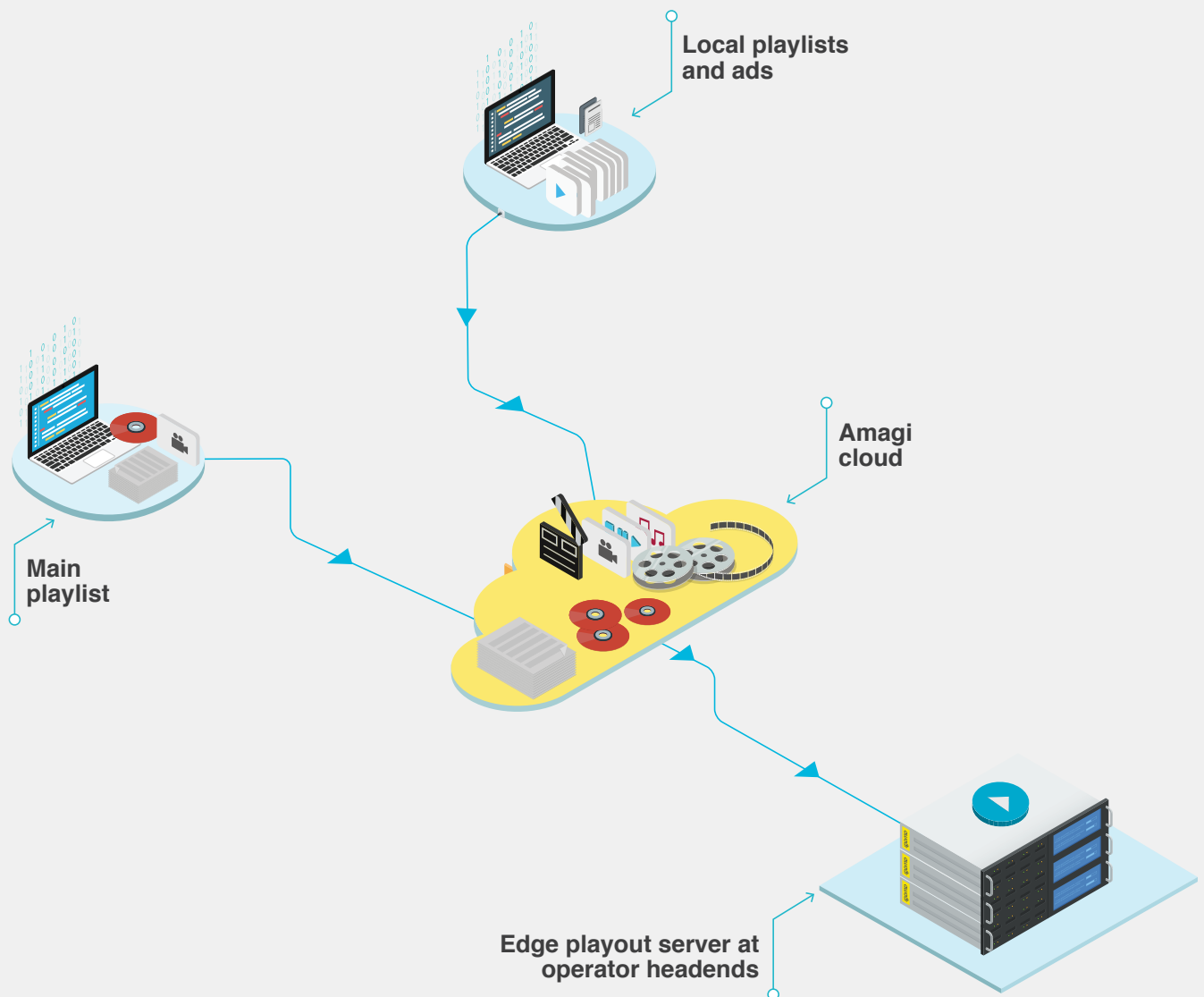
Create a local feed for the Middle East without setting up new satellite infrastructure



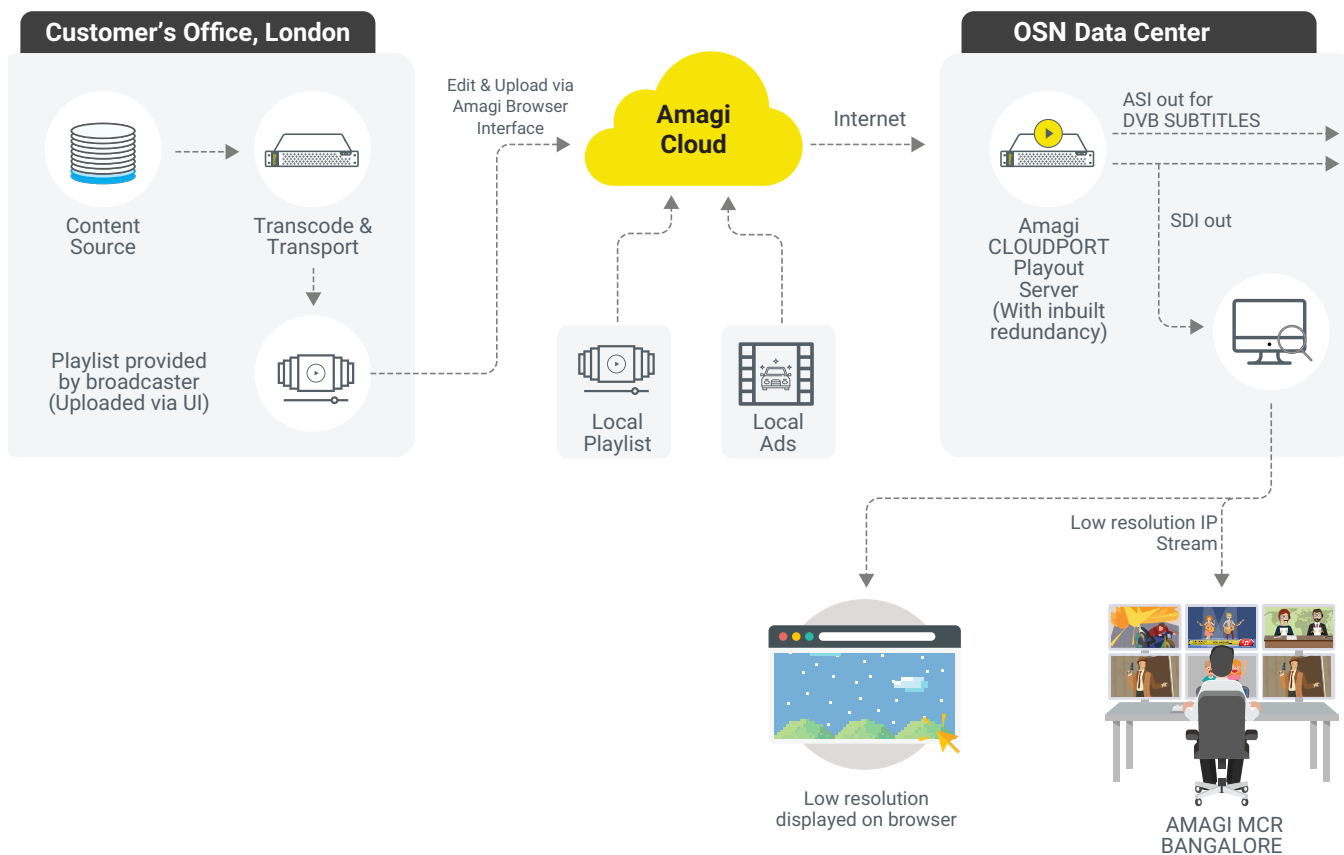
PLAYLIST INTEGRATION

Integrate multiple ad break playlists

Amagi deployed an Edge-based, cloud-managed playout solution to launch localized feed, accessible from a web UI, with advanced playlist integration.



System Architecture



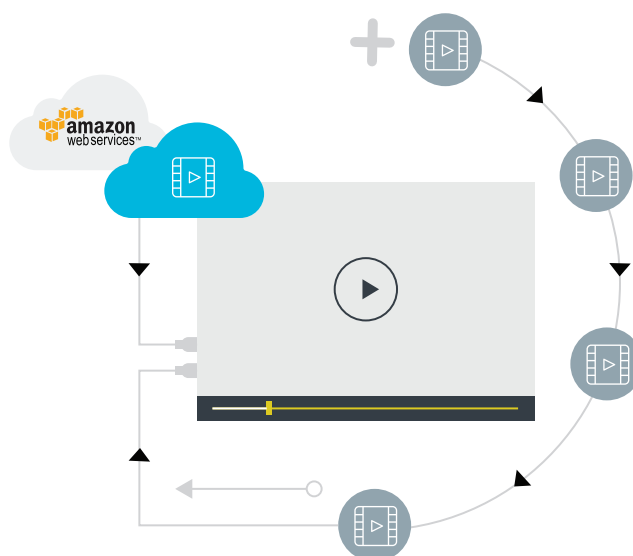
CLOUDPORT Workflow: Secure Localization

At customer's UK office, Amagi set up its content preparation servers that transcoded the archived library content and pushed it to a secure public cloud hosted by Amazon AWS.

Importing playlists and content from multiple locations

The full playlist prepared at the customer's office is also uploaded using Amagi's user-friendly web UI. Similar access is provided to customer's local operator, who can upload local ads and local playlist to the cloud using the UI.

At all times, the customer retains full control of the playout, and is able to extend partial control to the local operator without any security concerns.



CLOUDPORT Workflow: Channel playout

Through a web-based UI, the customer's team has access to all their content assets on the cloud and manage a full-fledged playout.

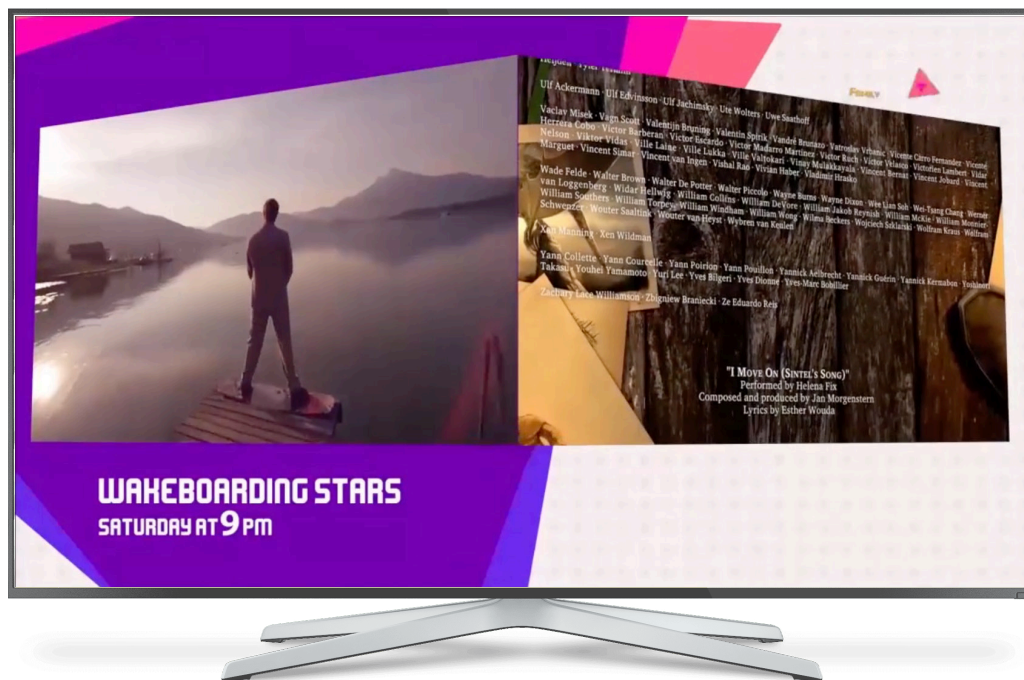
1. Media asset management on the cloud
2. Add multiple versions of subtitles and voice-overs
3. Insert dynamic graphics built on Adobe After-Effects templates
4. Allow partial access to local operator upload of ads and playlists
5. Manage playout remotely, in real-time with web-based UI



Amagi provided a MCR with 24x7 monitoring at its NOC in Bangalore, integrating distributed workflows, and managing broadcast localized feeds efficiently.



CLOUDPORT Features



DVE including L-Bands, PIP,
video squeeze, and credit squeeze

AE

Adobe After Effects
template import
capability



Dynamic graphics
generated from asset
meta data and
playlists



Static/animated
logos and bugs



Multi-layer
full screen
graphics



Count-down
timers



Ticker/Lower thirds
overlay

Multichannel Playout

- Regional feeds set up-create sub feeds with local opt-out
- Playlists integration for ad/content insertion
- End-to-end workflow management through web UI
- Live monitoring (MCR) experience on web

Security and Reliability

- AES 128-bit encryption
- Role/permissions and access levels
- Audit trails of user activities
- Playout server 1+1 hot swap redundant
- Redundant cloud storage

Live/Near live/Non-live

- Live news and sports feeds
- Last minute asset uploads
- Real-time playlist changes
- 4K UHD, HD, and SD output

amagi

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