amagi

launching 24/7 live weather news channel

AccuWeather, recognized as the most accurate source of weather forecasts and warnings in the world, has saved tens of thousands of lives, prevented hundreds of thousands of injuries and tens of billions of dollars in property damage. With global headquarters in State College, PA and other offices around the world, it serves more than 1.5 billion people daily to help them plan their lives and get more out of their day through many digital media properties.

Business requirements

AccuWeather sought to create a live linear channel - AccuWeather NOW - for The Roku Channel (US) and wanted to make sure it looked different from their primary output distributed on other cable and digital platforms. They also wanted to ensure adherence to The Roku Channel's ad load requirements.

Solutions

We leveraged our advanced graphics and customization capabilities to offset the lack of effective deployment capabilities of their existing playout vendor, and delivered the following:

- Developed a custom HTML5 application and integrated it with AccuWeather's advanced API set. Our HTML graphics query the API every few seconds to fetch advanced data, and passes this information to the on-screen, 24X7 ticker

- We assembled the channel using Amagi CLOUDPORT and leveraged Amagi THUNDERSTORM for dynamic ad insertion

- Enabled ad masking. Amagi LIVE consumes SCTE markers from the stream but masks the alternate ad breaks, retaining only four breaks running to a total of eight minutes defined by Roku

- Provided 24X7 monitoring

AWS services leveraged

- Amazon Elastic Cloud Compute (EC2)
- Amazon S3
- AWS Elemental MediaLive
- AWS Elemental MediaConnect
- Amazon CloudFront
- AWS Lambda
- Amazon Aurora DB

"

For AccuWeather NOW, it was important that we created a unique brand and graphics presentation. We also needed to adapt our content to meet the requirements of The Roku Channel... Amagi delivered flawlessly on both counts on a very tight timeline

"

Sarah Katt
General Manager
AccuWeather Network

Benefits

- Launched AccuWeather NOW live linear channel in under two months

- Ensured strict adherence to The Roku channel's ad load, delivery and EPG requirements

- Monetized content through targeted ad insertions

- Delivered tons of different sets of weather data for about 25 cities in the US in real time