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Case Study | October 2021

Scaling operations & expanding reach with Amagi's end-to-end cloud playout solutions

Explore how ABS-CBN, the leading entertainment network from the Philippines, reduced costs, increased efficiency, expanded global reach, and improved content monetization

About ABS-CBN

Alto Broadcasting System – Chronicle Broadcasting Network, loved by many as ABS-CBN, is one of the leading media and entertainment organizations in the Philippines. From its humble beginnings to its undeniable successes, the company has over 60 years of stories to tell.

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Soaring to new heights with cloud

Today's audiences are increasing tuning into regional content. This shift has proven to be a boom for local content owners.

A study shows that the Philippines has the highest percentage of OTT viewers across Southeast Asia, implying a tremendous potential for regional programming.

ABS-CBN is a market leader in the Philippines, specializing in regional content and provides content belonging to a wide variety of genres to both traditional TV and OTT platforms.

They have a dedicated fan base and a long legacy in the media industry. Keen to expand this reach further, they sought a technology partner who could offer them scale and flexibility through end-to-end cloud managed live and on-demand video infrastructure.

Business requirements

Fuel their vision to expand operations and scale regional programming distribution further.

ABS-CBN wanted to partner with a robust, cloud-powered solution that could offer them scale and flexibility through end-to-end cloud managed live and on-demand video infrastructure.

Simplify distribution process
Leverage a single interface to manage ABS-CBN's extensive content catalogue accessible on IPTV and their O&O apps. Distribute content to ABS-CBN's IPTV and their O&O channels across FAST platforms.

Seamless asset management
Use effective asset management capabilities including ingesting content from multiple sources, adding rich graphical elements, creating schedule patterns, and transcoding it for TV and OTT, to facilitate seamless transition between recorded and live content, and back.

Effortless multi-country feed delivery
Directly deliver multiple content feeds to distribution centers in the US, Philippines, EU and the Middle East through remote playout management, thus eliminating the need for their data centers in the US.

Efficiency | Cost advantage | Reach | Revenues

Amagi currently supports

12 active feeds
9 live feeds
5 time-delayed feeds

Amagi solutions deployed
Amagi CLOUDPORT
Amagi LIVE
Amagi THUNDERSTORM

- Spin up and deliver channels on the go
- Add feature-rich graphic templates to live and on-demand content
- Dynamically go into and exit from live breaks
- Manage multi-country feeds using advanced playout operations and access control
- Content monetization for two feeds

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Amagi solution summary

- **Ingest and playout.** Content and schedules are uploaded into cloud storage/S3 bucket by the customer. Live events are scheduled in the playlist shared by ABS-CBN. Amagi's customized parser parses the XML playlists to schedule live events and also create required break schedules.

- **Live operations.** Live operations are completely handled by the ABS-CBN team. Amagi's technical team has provided extensive demos and training to ABS-CBN tech team to make this happen.

- **Immediate live.** Facilitated seamless transition between recorded or VOD and live content, and back.

- **Built tailor made workflows** to catch up with schedules after live events that do not necessarily finish as per plan.

- **Rich secondary graphics.** ABS-CBN shares two XML playlists (graphics and content). These are parsed and the secondary graphics are automatically scheduled on video.

- **Content monetization through targeted ad insertion for two channels** - TeleRadyo and Canada West - leveraging Amagi THUNDERSTORM – our SSAI platform.

- **Deliver multi-country feeds** including five time-delayed feeds to US and the Pacific region.

- **Monitoring.** Amagi handles infra monitoring for ABS-CBN that includes keeping an eye on possible issues that may arise due to various reasons such as content unavailability or other stream-related problems related to ingest, schedule/traffic and playout. We notify issues such as black video and freeze.
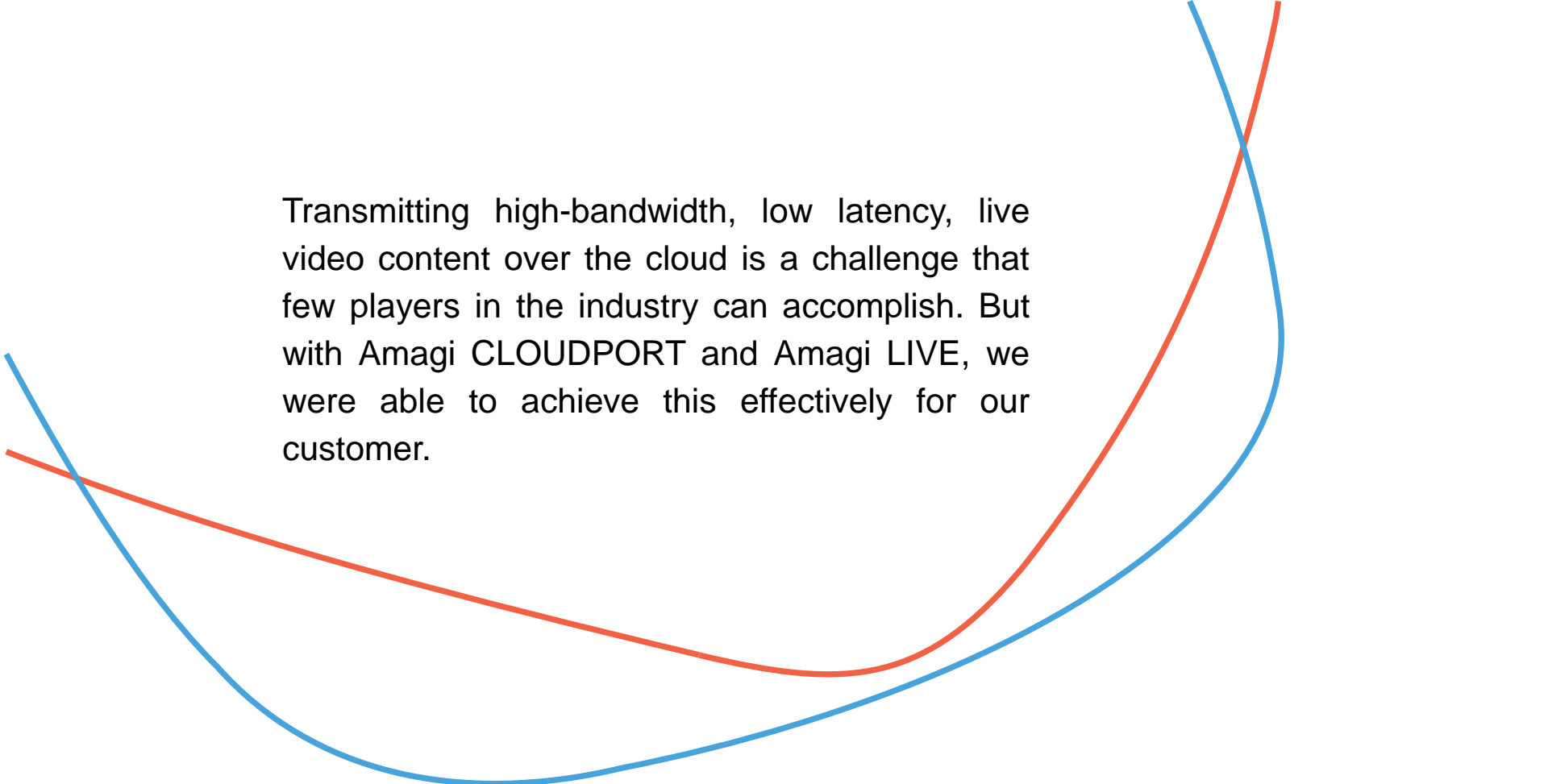
Amagi unique advantages

- Enabled playing real time graphics dynamically during live
- Helped make frequent changes in live durations as required by the customer
- Helped make frequent changes in break schedules
- With our effective integration with third-party systems, we made distribution to multiple endpoints a breeze

Impact delivered

By leveraging Amagi CLOUDPORT, ABS-CBN was able to embrace greater efficiency in their large-scale broadcast operations. They were able to do away with a lot of existing legacy infrastructure, which translated into lower costs, fewer overheads, and the ability to free up resources to focus on other priorities.

- **30% decrease in operational cost** by transitioning to cloud solutions

- Approximately **40% reduction in physical data center presence**

- **30% approximate growth in linear content monetization** on their digital platforms in the US

- Better dynamic graphics insertion for a seamless live content viewing experience

- Low latencies to deliver exceptional watching experience

- Higher ad revenue through powerful server-side ad insertion

Transmitting high-bandwidth, low latency, live video content over the cloud is a challenge that few players in the industry can accomplish. But with Amagi CLOUDPORT and Amagi LIVE, we were able to achieve this effectively for our customer.

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