

The background of the image is a blurred scene of a stage or event with vibrant, multi-colored spotlights (blue, green, red, yellow) creating a bokeh effect. In the foreground, two professional video cameras on tripods are visible, their monitors displaying the same scene. A white and orange curved line graphic separates the top left from the bottom right.

amagi

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The Amagi Advantage for **Broadcasters**

Amagi's mission to **empower broadcasters**

Are you a broadcaster looking to unlock new opportunities, enhance audience engagement, and thrive in the rapidly changing digital landscape? Amagi can help.

You don't need to take chances when it comes to leveraging the power of the cloud for broadcast. You can transition, start, and expand various types of channels and services while protecting your existing investments.

Amagi gives you choices for broadcasting in the cloud. Do you want to migrate your existing linear channels, or add OTT channels, or even have all of them running in the cloud.?

Optimized Amagi cloud-native, award-winning solutions results in greater efficiency that brings your implementation and operation costs down compared to similar systems. Deployments can be arranged with Amagi, AWS, GCP, private, and hybrid configurations so you can choose what best fits your needs without having to cope with splitting up resources and controls. The large development team at Amagi means fast delivery of innovative new capabilities that cover your needs for today and tomorrow.

While helping to simplify your content distribution workflows, Amagi also empowers you to achieve greater flexibility, scalability, and cost-effectiveness while ensuring the highest security and reliability standards.





Migrate existing channels to the cloud

Increase revenue while reducing your costs by leveraging the latest cloud technology to manage and deliver rich content on automated playout channels. You can produce and deliver your content to OTA, cable, satellite, and OTT from the cloud with integrated and modular media lifecycle management platforms which come with a unified web interface.

You get assured performance and robustness using high availability, robust software and infrastructure as Amagi uses its own cloud software and infrastructure. Remote operation, production, delivery of your channels and live events is reliable with integrated monitoring and maintenance functionality. You make the choice of deployments with an extensible platform supporting Amagi cloud, private cloud, and hybrid with AWS and GCP infrastructures.

Transitioning to cloud-based playout operations brings you numerous benefits to re-imagine how you manage and deliver content. In this era of rapid technological advancements, moving away from traditional hardware-based playout systems and embracing cloud-based solutions offers advantages such as increased flexibility, scalability, cost-efficiency, and enhanced reliability.

Adding OTT to the mix

Improve time to market and realize revenue faster by automating processes that increase operational efficiencies and gives you self-control over channel creation and management. Unify your workflows in the cloud for delivering content to multiple linear and VOD platforms from integrated and modular media lifecycle management platforms.

Deploy Amagi systems in the cloud without high costs or risks using proven, comprehensive SaaS tools. Easily distribute to your different channels with broad connectivity across a range of platforms. Effectively monetize every hour of viewing while you manage the consumer experience.



SaaS



Leveraging Amagi's **cloud-native solutions** **to maximize revenue**

Amagi understands your broadcasting needs, and as a result, has an array of cloud-based solutions designed especially to assist at each step. Next is a closer look at different broadcast use cases and how Amagi products address them.

1 Channel creation & distribution

Comprehensive toolset

Effortlessly migrate broadcast live linear or create OTT (Over The Top) channels on a fully virtualized public cloud infrastructure like Amazon Web Services (AWS) and Google Cloud Platform (GCP). Amagi solutions efficiently manage entire channel creation and managements workflows, from content ingest to scheduling, playlist management, advanced graphics insertion, live events handling, playout, delivery, and monitoring.

With the Amagi CLOUDPORT advantage, you can make the most of your live, linear, and Video On Demand (VOD) libraries. Here are four major advantages you get to tap into:





Seamless video and metadata ingest: With Amagi's automated ingest workflows, and QC, you no longer need to worry about channel quality. You simply manage all aspects of your content ingest with ample cloud space for asset storage with AWS or Google Cloud. You can effortlessly handle last-minute uploads with a mere 30-minute lead time for flawless playout. Not just this, but Amagi also offers you seamless integrations with various third-party Media Asset Management and Content Management systems.



Engaging dynamic graphics: In today's TV landscape, diverse graphics have become indispensable in conveying channel branding and enhancing the viewer experience. Additionally, the frequency of graphics playback has risen, adding complexity and consuming valuable time in graphics management. Amagi meets this challenge through incorporating advanced multi-layered graphics, integration with HTML 5 and NDI graphics systems, and automation to streamline ingest, scheduling, and playout of graphics. Playback is seamless for rich animated sequences, both as static visuals and rule-based graphics driven by templates.



Power to launch regionalized channels: Unlock the power of personalization by regionalizing your channels to align them with viewer preferences, broadcast regulations, and content rights obligations.



Include live segments and events: Need to schedule live segments for news or sports or want to bring an event or channel to life for a short duration and then take it down when done? Look no further. Whether it's breaking news, a live match, a seasonal channel like a Christmas special or a sports tournament, Amagi has you covered. Effortlessly launch your event or pop-up channels on the fly, eliminating the need for investing in satellite feeds. Additionally, manage live production with switching live sources, playing breaks, adding graphics, insert SCTE markers, and remote monitoring.

Worldwide distribution

Want to connect with audiences across the globe? Expand the reach of your linear channels and maximize viewership. By distributing your channels with both traditional OTA, cable, and satellite delivery as well as OTT platforms and multi-screen devices, you can tap into a broader audience base and cater to consumers' evolving viewing habits.

Television distribution allows you to reach viewers through traditional broadcast methods, such as satellite or cable TV. But today is that enough? Usually no. In addition to television, distributing your linear channels with on OTT platforms and devices opens up new possibilities. As OTT platforms deliver content directly to viewers over the internet, viewers can access your channels on various devices including PC's, set top boxes, smartphones, tablets, smart TVs, and streaming media players. OTT distribution offers convenience, flexibility, and the ability to cater to the preferences of a digitally savvy audience.

By embracing the right mix of TV and OTT distribution, you can create a comprehensive distribution strategy that extends the reach of your content and services to audiences worldwide. This approach allows you to engage viewers across different platforms and devices, ensuring that your content is accessible to a diverse range of viewers. It also opens up opportunities for increased viewership, brand recognition, and revenue growth.

2

Content monetization

Want to unlock untapped revenues in broadcasting? You can do that by creating 'local' feeds from a common satellite feed. This involves customizing the content or advertisements specific to a particular geographical region. By tailoring the content to local audiences, broadcasters can provide a more personalized viewing experience, increasing engagement and ad effectiveness.

With this approach, geo-targeted ads can be delivered to specific regions, ensuring that advertisements are relevant and resonate with local viewers. This targeted advertising strategy enhances the potential for higher ad engagement and conversion rates, ultimately generating increased revenues for broadcasters.

Server-Side Ad Insertion (SSAI) and dynamically targeted ads in OTT channels provide additional monetization opportunities. Server-side ad insertion allows for the seamless integration of ads into the video stream during playout, ensuring users a smoother and uninterrupted viewing experience. Dynamically targeted ads enable the delivery of personalized ads based on user data and preferences, optimizing ad relevance and effectiveness.



3

Disaster recovery

Broadcasters face significant challenges in the event of a disaster. The damages caused to on-premise physical infrastructure necessitate costly repairs or replacements, resulting in a substantial financial burden with reduced return on investment. Potential physical harm inflicted upon broadcasting infrastructure heightens the risk of signal loss, ultimately impacting the quality of the viewing experience.

Utilizing a cloud-backed disaster recovery solution from Amagi permits effortless operation of your channels without more on-premises infrastructure. With its distributed architecture, this solution empowers you to manage the entire broadcasting workflow from any location remotely, ensuring seamless operations, even under challenging circumstances. Of course when running OTT channels, incorporating back up redundancy is even more simple.

Here's a summary of the advantages of disaster recovery offered by Amagi:

- Dependable delivery and uninterrupted business continuity for you with redundant playout and uplink systems
- Notifications and alerts to you for any playout issues with round-the-clock monitoring for prompt resolution
- 100% automation without any additional manual effort from your end
- Resilience of your critical workflows with robust and fail-safe mechanisms



Maximize reach and revenues: **the Amagi way**

Benefit from working with Amagi who uniquely provides you not only a full suite of media production and management tools, but also has the experience of hosting and managing over 2500 channels using this toolset.

Deploy Amagi systems for your primary linear channels, OTT linear channels including FAST, and AVOD or SVOD services to platforms, devices, websites, and apps to be part of the growing CTV landscape. Package and manage your content including EPG data for use on various consumer platforms using Amagi tools.

Amagi cloud-based solutions help you effortlessly manage your broadcast operations. You can focus on your core business: your content, while Amagi takes care of the rest. Amagi helps you get the right combination of traditional broadcasting and OTT, thus unlocking new and enhanced revenue streams. All this and much more, with the Amagi advantage.

Get the Amagi advantage for your broadcast operations.

Reach out to us: cloudandme@amagi.com

About Amagi

Amagi is a next-gen media tech company that provides cloud broadcast and streaming TV solutions to TV networks, content owners, and streaming TV platforms. Amagi enables content owners to launch, distribute and monetize live, linear channels on Free-Ad-Supported TV and SVOD platforms. Amagi also offers 24x7 cloud-managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations for traditional TV networks. Amagi delivers 500+ channels with deployments in over 40 countries. Amagi has offices in New York, Los Angeles, London, Singapore, New Delhi, and Bangalore.

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