

amagi

Unlock the the future of Live Broadcasting

with revolutionary on-demand
orchestration system



In this whitepaper

The global demand for live content is booming. From record-breaking sports viewership to the rise of esports and livestream shopping, audiences crave real-time interaction. Despite this demand, broadcasters face high operational costs, remote management challenges, and the need for high-quality video and graphics. Amagi DYNAMIC addresses these issues as a UHD-ready, cloud-native live management solution. It eliminates hardware costs, supports remote operation, and automates infrastructure management, making it a cost-effective, scalable solution for maximizing revenue and viewership of on-demand live events.

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LIVE content thrives globally

The demand for live content is at an all-time high across the globe. The live streaming market is anticipated to experience robust growth, reaching [\\$3.21 billion](#) by 2027 with a remarkable compound annual growth rate (CAGR) of [21.2%](#). One of the primary reasons for this unprecedented demand is the immediacy and real-time interaction live content offers.

Whether it's the live streaming of events, concerts, up-to-the-minute news updates, or engaging social media sessions, audiences now yearn for the unparalleled authenticity and spontaneity that live content delivers.

Let's dive deeper into each live content vertical to unveil the underlying growth trends.

Live sports

Disney+ Hotstar recently set a global concurrent streaming viewership record with [58 million](#) viewers for the India vs. Australia ICC World Cup Final match on Nov 19, 2023. In the U.S., the [passion for sports](#) runs deep, with approximately 70% tuning in to live sports and 36% choosing cable TV as their preferred medium. Many cable TV providers have created tailored packages catering to sports enthusiasts to align with this interest. Live streaming is catching up in parallel, with 29% of viewers embracing the convenience

of [streaming platforms](#) like ESPN+, Amazon Prime Video, and others for their live sports consumption.

Read: [How sports content owners can leverage FAST to boost revenue, reach and engagement](#)

Gaming and esports

Fueled by a global surge in gaming culture and the rise of engaging streaming platforms, this industry has transcended niche status to become a mainstream phenomenon. Platforms like Twitch, YouTube Gaming, and Facebook Gaming have become virtual arenas where gamers showcase their skills, connect with audiences in real time and build dedicated communities. Once confined to specialized venues, esports tournaments now draw millions of viewers online, elevating competitive gaming to a spectator sport on par with traditional athletics.

As a result of these developments, the [eSports and games streaming market](#) is poised to record a CAGR of 11.9% between 2023 and 2033. Projections suggest a substantial expansion from \$2.6 billion in 2023 to a valuation of \$ 7.7 billion by 2033.

Read: [The top 5 broadcasting and streaming industry trends of 2023](#)

Livestream shopping

The live stream shopping market in the U.S. is forecasted to [achieve impressive growth](#), reaching \$32 billion by the close of 2023, with \$68 billion anticipated by 2026. This burgeoning trend will likely make global waves, influencing and shaping the landscape of other regions after.

To make the most of this trend, prominent retail giants such as Amazon, eBay, Walmart, and Nike, alongside smaller enterprises, actively engage with their customer base in real time through social media and third-party platforms. Thanks to this, the global livestream shopping market is valued at around [\\$512 billion](#).

[Amazon's Black Friday NFL game could change holiday shopping](#)

Live music streaming

By 2027, the music streaming market is anticipated to achieve a remarkable milestone, with an estimated 1.1 billion users, showcasing a [significant upswing in user adoption](#). Consequently, the market volume is poised to soar to \$33.97 billion by the same year, underscoring the industry's robust growth trajectory. Taylor Swift's recent 'The Eras Tour' showed record-breaking numbers, too. The ticket sales for just her North American

performances crossed a whopping [\\$2.2 billion](#). Due to the lack of official live streaming, Swifties had to make do with glimpses of videos the event attendees put on streaming platforms such as TikTok, Instagram and Facebook. Taylor Swift's [The Eras Tour movie](#) was released on Disney+ recently. While it shattered viewership records, demonstrating her enduring appeal across platforms, the absence of live viewing options may have led to missed opportunities for engaging fans in real time and generating additional revenue streams.

To capitalize on this trend, broadcasters require a cutting-edge solution that seamlessly manages every aspect of live streaming, ensuring a comprehensive and streamlined experience. Before we dive into this, let's take a look at some of the problems broadcasters face with respect to live events streaming.

Buffering through KEY challenges

▶ Operational costs/negative impact on ROI

The exorbitant hardware costs associated with staging live events pose a significant barrier, often rendering such endeavors financially prohibitive. Moreover, broadcasters frequently need help monetizing tier 2 live events due to the substantial investments required. For instance, regional news coverage, like updates from rural areas of Iowa or local award shows such as the Country Music Awards, presents valuable content for local stations but may need more audience scale for lucrative returns.

In sports broadcasting, smaller league matches or niche sports events like Pickleball or Horse Racing may not yield the same return on investment as major league matches or Olympic competitions, despite catering to specific audiences.

▶ Lack of remote management

In traditional broadcasting setups, every aspect of content creation, from preparation to delivery, is typically conducted on-site. However, this approach can become costly, mainly when resources are situated in expensive locales. Basing operations in more economically favorable areas offers a strategic advantage, minimizing production expenses and enhancing overall cost efficiency.

For instance, basing your resources in Iowa over New York has good perks. This expense disparity enables a shift towards remote working practices, empowering production teams to operate from locations such as

Iowa rather than traditional hubs like New York. Moreover, this cost-effective approach significantly reduces the need for extensive travel and accommodation expenses. With just a laptop, web browser, video camera, and internet connection, producers can craft high-quality shows at a fraction of the typical broadcast cost, ushering in a new era of efficiency and accessibility in content creation.

[Cloud workflows have revolutionized the post-production process](#), eliminating the need for extensive content transfers that once characterized a rigid and time-consuming workflow.

▶ On demand capabilities

The seasonality inherent in live events presents a unique challenge for infrastructure utilization. For instance, football seasons may span only a few months, while awards ceremonies typically occur annually. Concerts, though sporadic, draw massive crowds when they do take place. However, once these events conclude, the infrastructure dedicated to hosting them often needs to be used, representing a significant investment left idle.

This underutilization of expensive infrastructure poses a substantial problem, as maintaining such facilities during dormancy periods can strain budgets and hinder optimal resource allocation. Finding solutions to repurpose or share infrastructure effectively during off-peak times is crucial to mitigating this issue and maximizing cost efficiency in the live events industry.

▶ Juggling multiple live events

Due to operational complications, running multiple live events can be a task. Furthermore, these complexities hinder the viability of exploring tier 3 live event opportunities. The conventional broadcaster approach, involving establishing dedicated channels for broadcasting and production studios, becomes cost-prohibitive due to these events' comparatively low monetization potential.

▶ Need for live stream recording

Why do they need this? The necessity arises from the goal of maximizing content monetization. Through recording and repurposing live content in real time, broadcasters can significantly extend the shelf life of their valuable content, ensuring continued relevance even after the conclusion of the live event.

Additionally, as broadcasters are evolving with the market, they want to make their content available through platforms their viewers use today for other pre-recorded content (like movies).

▶ Lack of real-time, high quality graphics

Delivering the optimum live streaming experience necessitates the integration of real-time, high-quality graphics. Whether it's a riveting sporting event or a live news segment, graphics such as lower thirds are pivotal in conveying essential information such as breaking news captions, live scores and game analysis. Moreover, these graphics contribute to elevating the viewing experience by introducing interactive elements like game projections, polls, and more, enhancing viewer engagement and immersion.


▶ Poor video quality

Be it cable TV or a streaming platform, poor video quality can be a buzzkill for viewers. Subpar video quality can have far-reaching implications for broadcasters, affecting audience engagement and revenue streams. In an era where viewers demand seamless and immersive experiences, compromised video quality can lead to viewer dissatisfaction, resulting in reduced audience retention and potential loss of viewership.

Poor video quality diminishes the overall viewer experience and jeopardizes the broadcaster's credibility and brand image. Furthermore, advertisers, who play a crucial role in revenue generation, may refrain from associating with content that fails to meet quality standards, impacting the broadcaster's monetization potential. [Video quality](#) is a critical differentiator in a competitive media landscape; broadcasters must prioritize delivering high-definition content to maintain viewer loyalty and ensure sustained financial success.

The rise of 9:16 streaming necessitates companies to adapt live production for mobile screens, reshaping camera angles and graphics to suit vertical viewing habits. This innovation wave aims to deliver engaging, visually captivating content, meeting evolving audience expectations across diverse devices.

Read: [Tone mapping: The secret sauce to powering life-like viewing experiences](#)



While live streaming looks like an exciting space, broadcasters must overcome the above mentioned challenges and evolve their offerings to maximize revenue and viewership. But how can they do that?



Every broadcasters' trilemma:

Live events vs. viewer expectations vs. ROI

In today's landscape, where audiences have numerous Video On Demand (VOD) content to choose from, linear television faces a significant challenge. Viewers predominantly turn to live shows on linear TV for a unique experience not available on other platforms.

On the other hand, broadcasters only have a few live events that receive strong viewership. Additionally, pre-recorded content must compete with the superior user experience of VOD platforms. How can they keep up with the viewers' expectations while maintaining strong viewership?

Traditionally, live events were exclusive to regular broadcast TV channels, often requiring a dedicated channel for each event – channels like NASA TV, Sky Sports or ESPN. However, considering the substantial costs of running a linear channel and that mostly the live segments attract viewers, broadcasters find it challenging to achieve a positive ROI while maintaining cost effectiveness.



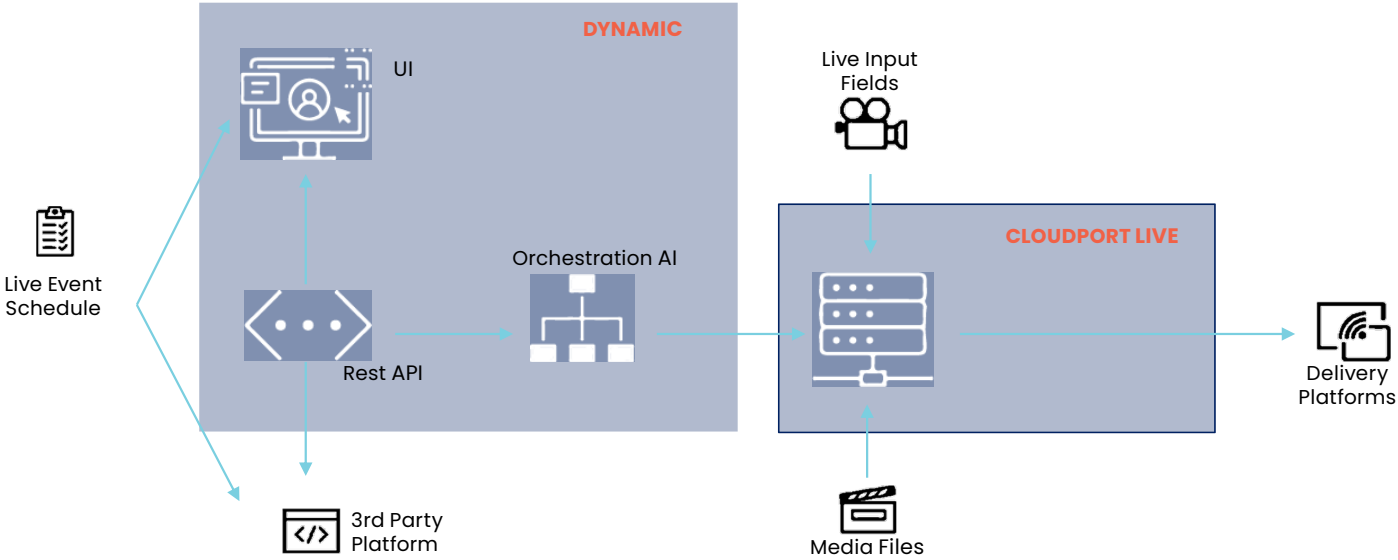
Achieving a win-win situation:

Maximizing engagement and
growth at minimal costs

What is Amagi DYNAMIC?

An advanced UHD-ready solution for live events that automatically deploys and configures all the essential components needed for a flawless live event experience. Once the event wraps up, it smartly releases any resources it utilizes, ensuring an optimized infrastructure cost.

Amagi DYNAMIC is an end-to-end SaaS solution for on-demand live events, helping broadcasters and content generators maximize content monetization by expanding their offering based on availability, and by delivering it to end-users (viewers) through different platforms of their choice.



How does Amagi DYNAMIC help broadcasters?

Picture a world where broadcasting live events is as easy as clicking a few buttons on your laptop, no matter where you are. Amagi DYNAMIC, a groundbreaking, cost-effective, and highly efficient solution, helps broadcasters do that and more.

Imagine you are somewhere far from your studios in another city. Yet, you're able to fully control a high-end live broadcast! All this with your laptop, a web browser, and an internet connection. This is the magic of Amagi DYNAMIC.

You no longer need to get stuck with cumbersome hardware setups and complex provisioning. With its on-demand cloud management toolset, Amagi DYNAMIC allows you to plan and schedule events well in advance. It automatically manages the necessary infrastructure, spinning resources up or down hours before the event starts, all without you lifting a finger.

This cloud-native solution is a game-changer. Unlike traditional lift-and-shift cloud deployments, Amagi DYNAMIC optimizes cloud infrastructure and resources, significantly cutting production costs. Its cloud-first approach means there's no need for lengthy integrations, making the entire process smooth and hassle-free.

Another great feature it offers is flexibility. Management teams can be based out of any location and not just major cities, reducing production costs. This remote working capability is not just convenient; it's revolutionary.

For broadcasters, Amagi DYNAMIC is the ultimate tailored solution for on-demand live events. High infrastructure costs that once prohibited broadcasting such events are now a thing of the past. Whether it's a bustling sports event or a grand concert, Amagi DYNAMIC scales to meet your needs, ensuring top-notch broadcasts at a fraction of the traditional cost.

With Amagi DYNAMIC, the future of live event broadcasting is not just possible—it's here, making high-end live shows accessible and affordable for everyone.

How does it help broadcasters?

Amagi DYNAMIC is a low cost & high ROI live management solution that offers:

On-demand cloud management toolset -

- ▶ No prohibiting hardware setup and provisioning
- ▶ Plan and schedule events in advance
- ▶ Automatically manages infrastructure (spin up/down) hours ahead of the event (automated process)

Cloud native solution:

uses optimal cloud infrastructure/resources, unlike traditional lift & shift cloud deployment, thus reducing production costs. The cloud-first approach eliminates the need for a lengthy integration process.

Remote working capabilities:

Management teams can be based out of any location, such as Iowa, instead of NY, reducing production costs.

Eliminates travel and accommodation costs -

A laptop, web browser, and internet connection - that's all you need to manage high-end shows at a fraction of the broadcast cost.

Amagi DYNAMIC serves as a tailored broadcasting solution for on-demand live events that are otherwise too expensive to broadcast due to high infrastructure costs. It's ideal for broadcasters looking for a scalable solution for broadcasting live events during periods of abundant offerings without the necessity of dedicated channels that remain idle most of the time.

What makes Amagi DYNAMIC different from the others?

On-demand

The infrastructure comes up dynamically as per schedule, providing a low cost solution

End-to-end orchestrated

From taking live streams to handing them off, everything is orchestrated dynamically

Parallel event flexibility

Run as many as parallel events as you want - control separately together or as you like

Building blocks of a robust and **cost effective live playout solution**

AUTOMATED PROVISIONING

Automated provisioning and configuration of infrastructure based on the live event schedule

REAL-TIME GRAPHICS

Support for different graphics scenarios, from simple static logo branding, to dynamic and interactive HTML5 graphic templates, PIP, and much more

REST API & INTUITIVE WEB UI

REST API interfaces allow you to control the system from a third-party solution and a simple-to-Use Web UI simplifies live event control management

REDUNDANCY ORCHESTRATION

Multi-AZ redundancy model for the entire solution, including option to support redundancy of input sources

SUPPORT FOR MULTIPLE INPUTS & OUTPUTS

Support for multiple SRT live sources, and multiple deliver outputs in SRT and/or HLS

AUTOMATED RECORDING & Live CC

Ability to automatically record the input source and deliver live Closed Captions

LIVE & FILE PLAYBACK

Allowing both live and file playback in HD or UHD channel resolution with real-time update and powerful MCR live control

USAGE REPORTING

Metering report displays played live events, overall played live duration, and infrastructure utilization breakdown



Did you know that Amagi DYNAMIC can support...

up to 50 live concurrent events

&

logos, bugs, AEP graphics, native graphics & HTML5

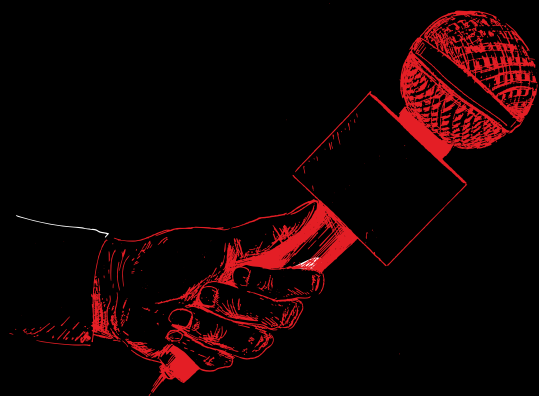
Future-proofing broadcasting:

A dual strategy for live events and revenue growth

Maximize the efficacy of your live broadcasting strategy by integrating Tier 2/3 single live events into digital platforms, complementing Tier 1 event broadcasts on cable channels. This approach offers viewers a comprehensive viewing experience while simultaneously opening avenues for new revenue streams.

By expanding your content distribution across multiple platforms, you not only enhance audience reach but also foster greater engagement. Embracing this dual-channel approach enables you to tap into diverse viewer preferences and capitalize on the growing trend of digital consumption, ultimately strengthening your broadcasting portfolio.

News



Empowers news broadcasters to smoothly broadcast live events, guaranteeing real-time coverage and engagement with their global audience.

Sports



Enables sports broadcasters to seamlessly stream live sporting events, delivering an immersive and real-time viewing experience to sports enthusiasts worldwide.

Esports



Lets esports organizers to flawlessly stream live gaming competitions, delivering high-quality experiences to esports fans and gamers across the globe.

Read: [The blockbuster genre of the FAST world: News](#)

For ad-hoc events, cloud solution is the way to go for any broadcaster

Low cost & High ROI live management solution

- ▶ On demand cloud management toolset – No prohibiting HW setup and provisioning
- ▶ Plan and schedule events ad-hoc in advance
- ▶ Optimized infrastructure costs
- ▶ Simplified and fast integration
- ▶ 24/7 accessibility with secure network connection

Are you looking to

- Effortlessly scale to accommodate single or simultaneous on-demand live events?
- Optimise the infrastructure allocation based on the live content availability and demand?
- Maximize viewership through distribution via multiple delivery platforms increasing the revenue with advanced ad insertion?



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