

GV AMPP Q&A

Agile Media Processing Platform



1. What is GV AMPP?

GV AMPP — Grass Valley's **Agile Media Processing Platform** — is the first cloud-based SaaS platform that leverages modern elastic computing technologies. This game-changing solution unlocks the power of elastic compute for live sports, news and playout workflows, helping customers easily transition to public or private cloud-based workflows or hybrid infrastructures.

GV AMPP has been developed specifically to free up broadcasters from their reliance on costly and inflexible hardware-based media systems and accelerate their move to the cloud. This revolutionary platform empowers users with unprecedented flexibility to spin up or spin down applications as needed — and to only pay for the services they use — even in traditionally complicated live production environments.

2. What customer needs and challenges does the cloud-based production solution address?

Cloud services providers like AWS, Azure and Google have long established **huge** cloud computing platforms that broadcasters have been reluctant — or unable — to take advantage of. The nearly limitless amount of computing power offered by these providers is available on demand, giving access to an enormous increase in workflow processing power with just a simple click; enabling broadcasters to respond to immediate events and scale up or down depending on need and demands.

The GV AMPP platform empowers broadcasters to easily transition to cloud and data center-based operations because it addresses the most critical concerns that complicate many IP and cloud deployments — network connectivity, latency and timing management.

In GV AMPP, Grass Valley has built a unique architecture based on five core technologies and 17 patented advancements, to deliver a solution that expertly accommodates the need for a broadcast-centric network fabric, intelligently managed timing, assured connectivity, content and signal identity and easily managed adaptive streaming.

3. Why is there a need to move towards cloud-based production?

In order to maximize the value of each asset a content creator or media organization has, they need to be more efficient, which is difficult to do when the resources used to produce content are built to support peak usage levels and sit idle for large portions of every day. By leveraging the cloud, media companies can maximize their resources, paying only for time the solution is in use and spin up new services at a moment's notice.

The GV AMPP platform is cloud native and cloud agnostic, while supporting the processing of video/audio in either the public cloud; in a private, on-premise data center; or in hybrid topologies. This flexibility and power will bring about a significant paradigm shift in live content production, allowing shows to be produced from any location with a crew of talented professionals located anywhere in the world.

4. The launch of GV AMPP seems very timely given the “remote working” and stay-at-home environment we are current experiencing. When did you start R&D of the solution?

Our focus is always on enabling our customers to meet the ever-growing consumer demand for content and given the current global challenges we all face, the need to be able to create and distribute content from our homes and remote locations has never been greater. In fact, we have been pioneering the transition to broadcast IP and remote production for years.

The groundbreaking GV AMPP solution is borne out of that innovation and harnesses more than 60 years of Grass Valley broadcast workflow expertise.

5. What will be the primary use cases for this type of solution?

GV AMPP is a platform that will ultimately deliver solutions for any broadcast or media production need. Today, GV AMPP is being used for cloud-based master control and we'll soon be introducing remote production and playout capabilities.

6. Can you outline the key values this type of offering brings?

The key value of this solution is that it opens the door to cloud elasticity and all of the benefits that brings. In many of today's production scenarios, talent and crew are already based in multiple locations and often must travel to an event venue.

With GV AMPP's fully distributed workflow, teams can work on the same program without having to be co-located. Imagine covering a breaking national story with limited people in the field and an internationally distributed production team? It's possible!

This type of collaborative workflow that allows production staff to work from any location, even if it's their home, frees up staff to focus on higher impact creative tasks. The decrease in travel demand and increase in workflow consistency that GV AMPP can enable will ultimately lead to more and better content. And of course, less time spent traveling not only frees up time, but it also means less fatigue, less time away from home, a better work/life balance for the crew and a greener production overall. With GV AMPP, your Production Control Room or NOC is located everywhere and anywhere you are.

7. How does GV AMPP complement Grass Valley's existing product portfolio?

GV AMPP is the core technology powering the newly announced GV Media Universe, a comprehensive ecosystem of cloud-based tools and services that revolutionizes the way live media is produced. The GV Media Universe represents a ground-breaking leap forward in spearheading media companies' decisions to move their workflows into the cloud.

8. How does GV AMPP complement customers' current deployments? And how can existing customers leverage their current infrastructure to deploy GV AMPP?

GV AMPP allows production teams to flexibly create customizable workflows, with a variety of apps such as multiviewers, router panels, test signal generators, switchers, graphics renderers, clip players and recorders — all of which can quickly be deployed to support a wide range of workflows. Built on a unique microservices architecture based on five core technologies — fabric, timing, connectivity, identity and streaming — GV AMPP truly enables elastic media services and directly addresses many of the issues that complicate common IP and cloud deployments, delivering seamless network connectivity, timing and ultra-low latency.

9. When will GV AMPP be available?

The first application available for the platform, GV AMPP Master Control, is available now and has been on air with Activision Blizzard since the opening of the Overwatch League 2020 season. GV AMPP has helped keep the Overwatch League™ and Call of Duty® League™ matches live since public lockdown in response to the COVID-19 crisis, enabling truly distributed remote production with all operators and talent working from their homes.

10. What has been the reaction of your customers to the launch of the GV AMPP solution?

We have shared pre-launch information with a number of our key customers and the response has been very exciting. They see that GV AMPP delivers both short-term and future benefits and will enable them to accelerate their remote production capabilities and make the beneficial move to the cloud. We expect a steady roll-out of deployments over the coming months.