

Playout Customer Application Brief

Live and OTT Channel Provider

- **Location:** APAC, multiple sites
- **Number of Channels:** In excess of 80
- **System Design:** $N+N$, $N+1$
- **Grass Valley Equipment List:** Morpheus & ICE, Morpheus Media Management, Kahuna switchers, RollCall, IQ modular, Sirius routers and Kaleido multiviewers
- **Company Overview:** A subscription-based live and OTT service and distribution provider with a variety of programming from news, sports and entertainment

Challenges to Be Solved

- Provide a reliable, scalable and cost-effective playout solution with the ability to integrate into existing business systems and workflows, while operating alongside the incumbent playout system
- Implement studio control rooms to offload live programming channels during busy periods to allow for greater control over advanced “live” graphics and playlist management
- Comply to a complex compliance feature set which required development activities
- Manage a global team of resources to align on a common goal of driving the project forward through to completion

How The Challenges Were Solved

A Morpheus and ICE solution was deployed at the primary site, configured in a $N+N$ topology. The Morpheus solution was operated alongside the incumbent playout system, which allowed for operator cross training as the business transitioned to the new system. Following this successful project deployment, additional projects followed for 70 $N+1$ additional channels to be located at a greenfield site.

Grass Valley designed and implemented four reactive studio control suites. Each suite consisted of a Morpheus operator position for playlist management, coupled with baseband infrastructure such as a Kahuna switcher and Kaleido multiviewer for monitoring of live sources and output signals. Additionally, a live graphics solution was developed with Grass Valley’s graphics partner allowing real-time rendering of graphics, branding and commercials over live signals as required by the operator.

Grass Valley embarked on a comprehensive detailed consultancy and design phase with the customer to review and refine existing and new workflows, ensuring all third-party touch points were accounted for to allow for the seamless integration into existing business systems.

Due to the vast array of Grass Valley products forming the overall solution, this meant that a highly co-ordinated project management process was implemented as the expertise required was spread across the globe — U.K., New Zealand, Australia, as well as local resources.

Other Key Points

Grass Valley was able to perform a redesign of their alternate system from $N+N$ to $N+1$ due to commercial considerations, while still allowing the system and channel count to be scaled out with a minimal impact on cost.

As a mature broadcaster, there were numerous existing systems and workflows to integrate with, such as a tape archive for content restores and archiving, a traffic system for scheduling and programming and also content registration. On all counts, Grass Valley committed and executed on an agreed development plan to ensure all our interfacing software modules were compliant, which allowed for seamless integration with the customer’s systems.

Solution Architecture

