



Telstra Broadcast Services (TBS)

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As our media customers become increasingly global, they need to distribute content to and from different parts of the world to other broadcasters or intermediaries. To achieve this, TBS relies primarily on our global media networks, our fibre, internet and our Points of Presence (PoPs) around the world. We also have access to Telstra's subsea cable network where we can deliver contribution and distribution services for all our products, but most recently for our new Media Production Platform (MPP).

Media Production Platform (MPP)

MPP is a cloud-based platform powered by GV AMPP®. This platform gives users the ability to control any broadcast workflow remotely through a web browser and the public internet. With MPP, we are aligning our facilities and our end-to-end media networks to provide infrastructure as a service. Thanks to the platform's maturity, we orchestrate feeds from different locations using our media networks into the public cloud or into our on-prem facilities. We let the end-to-end workflow decide where the workloads go. If it's near one of our facilities where we have 24/7 support and where we need to go back to that facility anyway, then we will put it on the premise. If it's a short-term event and/or isn't near a facility, it

makes more sense to send it to the public cloud and use the virtualized infrastructure to do the signal conversion.

TBS has a long history with Alchemist from Grass Valley®, and the fact that it can be on-premise or in the cloud means that we now have the same product, with the same usability in hardware and in software with the surrounding platform. As the orchestration between the two environments improves, the solution becomes more and more powerful.

By combining on-prem signal conversion with the cloud-native software, we can give customers content in different formats.

With MPP, we can localize major sporting events. Rather than go from the venue back through our facility and then into the cloud, we can go directly from the venue into our public cloud instance where we then use GV AMPP to do the time-based conversion, format conversion, or even HDR to SDR.

For example, we aggregate numerous sporting events in our US facility, but we need to reformat it to supply it to European networks. We use an on-prem conversion with motion compensation. This way, we're able to convert it at our facility and then push it out over the network for global distribution of that product.

Telstra Broadcast Services

[Telstra Broadcast Services](#) (TBS) is a wholly owned subsidiary of [Telstra Group Limited](#), Australia's largest telecommunications company. We are a global media and managed services business that provides media and broadcasting solutions with facilities all around the world including APAC, EMEA and the Americas.



What's Next?

As a managed media network provider, our operation is multi-site from a physical on-prem perspective and multi-region from a cloud perspective, so the crucial next step will be to have them joined together in the orchestration layer so we can send signals from on-prem into the cloud and back and forth using a mixture of compressed and uncompressed formats.

We have also started the journey to integrate our contribution and distribution product to feed signals directly into AMPP, allowing us to provide broadcast customers with a full end-to-end solution.

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What we like about the public cloud environment is that it offers us the flexibility to choose how we distribute the workloads and manage costs, which is important to us as a managed service provider and our customers. This flexibility enables us to optimize the commercial arrangements, without affecting where we put the workload. //



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This product may be protected by one or more patents. For further information, please visit: www.grassvalley.com/patents

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