

# Playout Customer Application Brief

## Major Broadcaster

- **Location:** U.S.
- **Number of Channels:** 37
- **System Design:** 1+1 Resiliency
- **Grass Valley Equipment List:** iTX
- **Company Overview:** Global major broadcaster with regionalized playout specializing in thematic channels

## Challenges to Be Solved

- Change from traditional discrete device architecture to full integrated playout
- Integration of in-house archive
- Multilanguage audio with rules-based substitution
- Multilanguage captions/subtitles
- Missing materials integration for non-video events

## How The Challenges Were Solved

Grass Valley ensured a smooth transition between the traditional discrete device architecture to the fully integrated playout solution provided by iTX, by analyzing all of the broadcaster's operational workflows and use cases, providing a detailed transition plan for implementing the new system.

iTX's Delivery Manager architecture enabled Grass Valley to implement a custom archive interface that could be deployed as part of the standard system.

Using the advanced audio processing engine within the iTX playout engine it was possible to configure each channel's output to automatically shuffle the tagged audios based on channel definition rules that are based on a hierarchal availability of individual languages, while also performing any required processing for upmix or Dolby handling based on the output format. This enabled the broadcaster to remove the requirement for external audio processing cards and Dolby encoders — helping reduce the overall total cost of ownership.

The iTX internal Softel functionality provided the ability to insert captions (closed and open) from individual language sidecar files, automatically scheduled as secondary events based on availability. This allowed the customer to remove all external caption devices reducing the total cost of ownership.

Because the iTX's missing material manager supports checking secondary events as well as primary ones, it was able to generate reports for the customer of missing caption and graphics files, enabling them to identify and prioritize delivery of this content to help them achieve their full regionalization capabilities.

## Other Key Points

**Best in Class:** This broadcaster was looking for a best-in-class solution that would allow them to safely transition into the integrated playout realm. They considered that as the first fully integrated solution brought to market, iTX was the right choice.

**Reliability & Stability:** As a major broadcaster, reliability and stability were paramount, Grass Valley was able to demonstrate to them the 99.999% uptime that other customers were reporting for deployments.

## Solution Architecture

