

CASE STUDY

Discovery delivers record-breaking Olympic Summer and Winter Games by using Grass Valley's new cloud-native AMPP Asset Management

Discovery, Inc., the global leader in real life entertainment, owns and operates one of the largest portfolios of TV and OTT brands worldwide. These include major operations such as Eurosport — the pan-European group of sports channels and platforms, discovery+ — its recently launched global streaming service, a vast number of US channels, and the position as the rights holder and home of the Olympic Games in Europe.

Customer

Discovery, Inc.

Challenge

Produce and distribute content from the Olympic Games to 50 markets in 20 languages.

Solution

GV Media Universe community of cloud-based services, including AMPP Asset Management, LiveTouch replay and AMPP Edge.

Eurosport, along with many of the recent Discovery acquisitions across Europe, operates its own disparate production systems and required a solution to achieve further improved scale and functionality of content distribution. This was particularly the case when producing and distributing content to 50 markets in 20 languages during the Olympic Games Tokyo 2020 and Olympic Games Beijing 2022.

This was further complicated by the growing number of remote team members. It quickly became clear that Discovery needed one system that could be used by everyone, from anywhere, without sacrificing quality or speed.

Leveraging its strong relationship with Grass Valley, Discovery approached GV for a solution. Fortunately, a cloud-native initiative was already in development as part of the Grass Valley Media Universe. The GV Media Universe is a connected community of applications and services that is changing both the operations and the economics of media production. It was a natural

progression to extend the platform to incorporate asset management. This allowed for a truly flexible solution that could scale to Discovery's need with ease. The system created is being launched at NAB 2022 as AMPP Asset Management, which extends the GV Media Universe to truly address every aspect of broadcasting in the cloud.

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Emmanuel Jacky
Director of MAM/Post/
Playout for Eurosport

Discovery in Beijing

More than **156 million** Europeans engaged via digital platforms



One billion streaming minutes consumed, **19x more** than the last Olympic Winter Games

8x more streaming viewers during these Games

Average consumption exceeding **7 hours** per viewer



Linear TV viewers on average watching **24% longer** than PyeongChang 2018

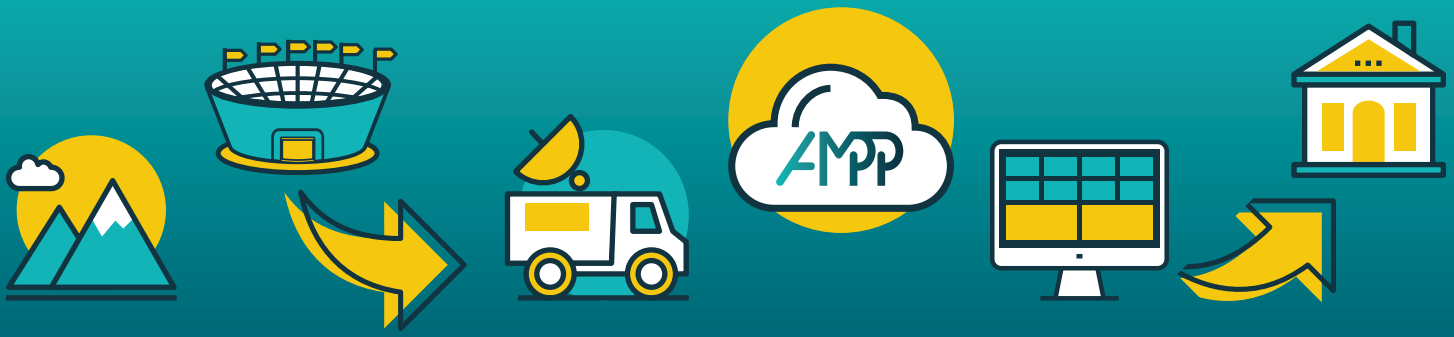
AMPP Asset Management handled Discovery's need for more than 350 simultaneous recordings across separate data centers located in London and Hilversum that were immediately accessible within seconds to over 1,300 registered users. This allowed users in custom markets to access all of the production feeds in their native language with frame accurate, browser-based editing, along with metadata keywords that were also fully translated into the users' native language. Furthermore, Discovery leveraged Grass Valley's Intelligent Media Service so users could edit in Adobe Premiere with all of the growing feeds and automatic audio mapping to each user's native language.

Emmanuel Jacky, Director of MAM/Post/Playout for Eurosport states, "Our business ambition was to provide a common MAM/PAM environment to support the production needs of all of our markets. The new AMPP Asset Management solution is part of our new all IP/2110 production environment with two TechHubs providing the core infrastructure that supports production in all of the Eurosport markets. During the Summer and Winter Games, a journalist could access, in their own language, all content recorded or imported from anywhere in the world. This wide access to all content enables rich storytelling and the ability to connect with viewers on all platforms in all markets across Europe."

The GV Media Universe is an open platform designed to collaborate with industry partners. As a result, Grass Valley was also able to deliver an abundance of options that allowed users to take full advantage of their media from capture to distribution. One of these, the AMPP Scheduler, worked directly with Xytech Media Pulse and Atos BNCS to automate resource and channel scheduling with SMPTE ST 2110/NMOS. The AMPP Edge video server captured all feeds using common off-the-shelf (COTS) hardware, while writing to Isilon and streaming proxies to the cloud.

Discovery also operated 100 LiveTouch replay systems, with recordings managed by AMPP Asset Management, so that operators never had to worry about recording the correct feed.

Once each media file started recording, all users had access to the footage using a standard HTML5 browser from anywhere in the world with a standard internet connection. Users were able to add asset and time-based metadata in real-time, which was instantly available inside of Premiere. This feature allowed editors to work with the most important material as it was being identified live.



With GV AMPP Asset Management, producing the Summer and Winter Games from anywhere at an unprecedented scale was possible.

Grass Valley worked with Helmut by MOOVIT to automate workstation settings and AME render farm management. All projects created inside of Premiere were shown in AMPP Asset Management, which then allowed other users to import sequences from previously created projects, thus greatly improving productivity.

The team used Woody IN2IT access integrated with AMPP to allow for contribution from the field, supporting a wide range of video formats. With the native integration, users were able to define all custom metadata using the Woody interface which was then transferred to AMPP after the files were transcoded.

With integrated workflows, users were able to publish the media they wanted, to the platforms

that mattered, in the language they required. Customized graphic templates allowed users to personalize their footage for the distribution platforms of their choice. This included the support for square and smartphone-like displays. On average, over 500 workflows ran simultaneously. With the ability to send to any platform in the resolution and language required, Discovery engaged more than 156 million Europeans via its digital platforms during Beijing 2022 with over one billion streaming minutes consumed, 19 times more than the last Olympic Winter Games. discovery+ and Eurosport streaming services saw eight times more streaming viewers during this Games as users consumed more than double the content with average consumption exceeding

7 hours per viewer. The same trend was seen on linear television with viewers on average watching 24% longer than PyeongChang 2018. The ad-supported Eurosport.com, and its local country editions, reached over double the amount of users compared to the same period.

With GV AMPP Asset Management, producing the Summer and Winter Games from anywhere at an unprecedented scale was possible using the latest cloud-first technologies, providing Discovery the scale, flexibility and elasticity required.

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