

Playout Customer Application Brief

Media Services/Playout Provider

- **Location:** U.K.
- **Number of Channels:** In excess of 140
- **System Design:** Mixed redundancy, 1+1 and 1+1+1
- **Grass Valley Equipment List:** iTX, iControl, Kaleido, Densité & NVISION
- **Company Overview:** A major global media services provider, providing playout hosting across multiple locations, as well as OB, OTT and distribution facilities to major sporting events and content owner/originator brands

Challenges to Be Solved

- Providing reliable services at cost-effective pricing and migrating them from end-of-life solutions, remaining attractive to end clients, while winning new business and optimizing return on revenues generated by channel operations
- Being agile and responsive to new demands, allowing them to launch new services on short timescales and/or take advantage of new business opportunities
- Building services on a proven integrated playout platform that can cope with a broad range of technical requirements; from SD to 4K UHD, simulcast, integrated subtitling, audio processing including Dolby E/D & ALC and advanced graphics

How The Challenges Were Solved

Grass Valley engaged with the customer's U.K. operations, which had already seen success in the customer's other regions outside of Europe. An initial proof of concept was implemented using iTX, proving specific customer functionality in a stable manner with a very short deployment cycle. This timetable was particularly important due to significant issues experienced with competing solutions, causing delays to customer projects.

The iTX solution was able to be rapidly deployed for a specific project. Based on the success of their initial iTX system, this led to further projects being fulfilled with iTX across multiple clients.

Due to the scalability and flexibility of iTX, the customer was able to rapidly add further services or reconfigure services with zero disruption to on-air operations, with the ease of use of iTX enabling the customer to become largely self-sufficient.

iTX offers a broad range of functionality, with its flexibility enabling features to easily be turned on or off through license keys, without wholesale disruption to operations. For example, a service which is SD today can be upgraded to HD within minutes, or can be enabled for integrated multilingual closed subtitling or have advanced graphics added.

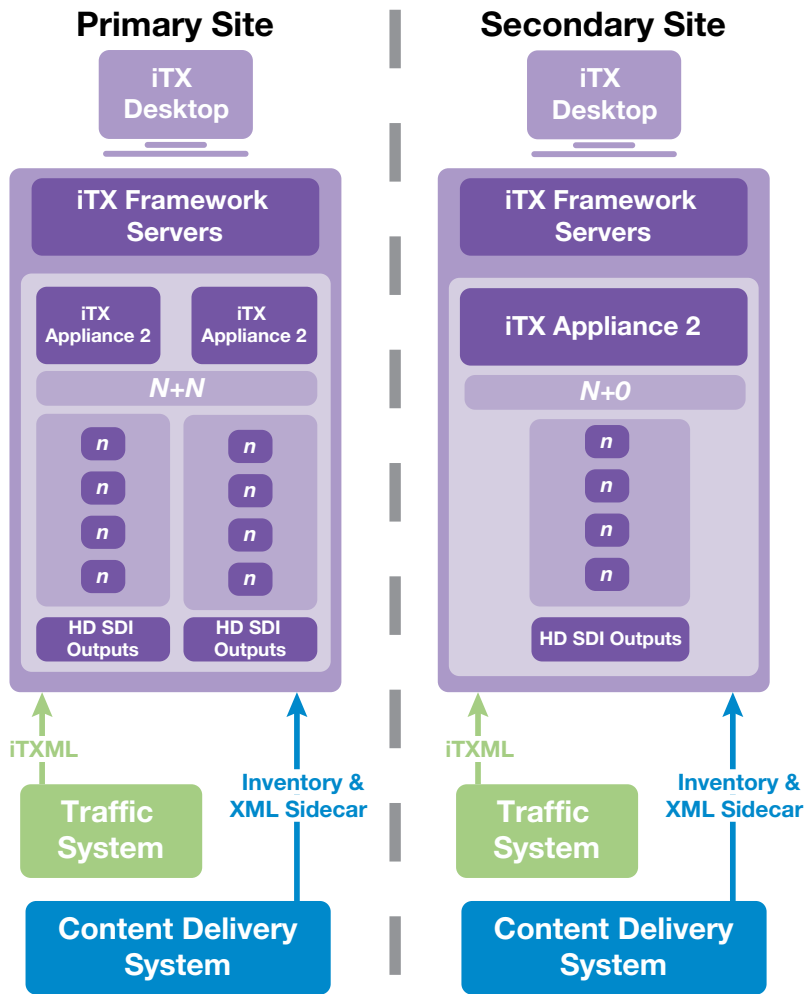
The customer is also able to benefit from the ability of iTX to play multiple codecs back-to-back, encode/decode SCTE data, take live events with master control effects and provide integrated up/downscaling & ARC. The iTX systems also handle any combination of compressed/uncompressed IP and SDI, meaning that iTX is truly able to cope with virtually any demand from the customer's end clients.

Other Key Points

Grass Valley was able to offer flexible financing terms, beyond a simple CapEx purchase, thus meeting the customer's need to manage cashflow effectively while ensuring the overall cost of their offering was essentially guaranteed.

iTX remains at the heart of new channel launches for this customer, offering a migration path to virtualization, IP and future cloud-based playout solutions from Grass Valley.

Solution Architecture



- **User Interface:** iTX desktop UI used with customizable layouts, including manual graphics control, countdown to live events
- **Redundancy:** Redundancy model is 1+1, certain channels are protected by mirrored channels running 1+0 on a secondary site
- **Traffic system:** In-house system translates schedules from the traffic system into native iTXML format
- **Graphics:** Graphics presentation uses standard iTX logo plug-in with Vertigo advanced graphics on certain channels
- **Media management:** Files delivered to iTX inbox, processed by iTX Delivery Manager to analyze contents to ensure it is playable and identifying audio tracks, with XML-based metadata being used where relevant. Delivery Manager also integrated with Diva archive to archive or restore media as needed. iTX produces missing materials reports fed back to in-house system