

Streaming Without Limits:

How Corrivium Leverages AMPP to Redefine Live Media Production

The Australian live streaming and media services provider has benefitted from the “immense power” of Grass Valley’s AMPP ecosystem in elevating its ability to deliver live streaming services for organizations around the world.

Based in Sydney, Australia, Corrivium is a live streaming and media solutions provider that delivers live events for organizations across the world. Its services include everything from on-site support, cloud infrastructure management, project delivery and back-up systems for live OTT broadcasts, conferences and digital summits, and live sports and events streaming.

With clients such as AWS, New South Wales Parliament, and Australia’s National Basketball League, Corrivium has a diverse mix of customer requirements to cater for. It manages this by offering tailored solutions for each project that can range from delivering a one-off live stream for a standalone event to hosting a custom streaming platform.

“There’s a Solution for That”

In 2020, the company decided to seek out new ways to enhance the efficiency of its output. “Since a large part of our business is delivering events for large organizations around the world, we were looking for ways to do the work more efficiently and be able to travel with less equipment,” explains Steve Jones, Corrivium’s Founder and CEO. “This led us to AMPP.”

Grass Valley’s AMPP® software platform is powering the next generation of media production and distribution for organizations such as [Canal+](#), [Telstra Broadcast Services](#), and [Discovery](#). It was initially deployed by Corrivium for ingest, monitoring, graphics, audio and vision mixing, recording and playback. However, Jones sees the most tangible value in the newfound agility AMPP has enabled for the business.

“Whatever we try to accomplish, there’s always ‘a solution for that’ within AMPP’s ecosystem,” he says. “The building blocks available in AMPP’s App Store are like a toolbox. If we’re on a job and we need to resolve an audio sync issue, add some delay, cross convert or add graphics, we simply spin up the necessary application or service within a few seconds, and bring it into the workflow. It is *that* flexible!”

“It has allowed us to be more agile and offer more flexibility to our clients. By offering AMPP’s flexibility as a service, we can easily build a client’s workflow locally, and then run that project for them the following week on the other side of the globe.”



A Case in Point

An example of Corrivium's client work can be found with Racing and Wagering Western Australia (RWWA), which required a solution to produce multiple versions of its live racing content to a range of distribution partners. Due to the nature of the content, a critical component was minimizing any camera-to-consumer latency, and trials with AMPP had proven that it was the platform for the job.

Aware of Corrivium's four-year experience of successfully integrating AMPP across hundreds of events and with only a two-week deployment timeframe, RWWA knew it was the right partner to get a production-ready system up and running.

"After achieving the go-live requirements with time to spare, it was apparent to us that we could do much more with Corrivium and the Grass Valley AMPP platform," says RWWA Commercial Operations Manager, David Hines. "Since deployment, Corrivium has helped us use the power of the AMPP platform

to greatly improve our operational workflows. The savings made in these innovations have more than offset the cost of the original scope of the project.

"We've been really impressed with how AMPP and Corrivium's service has transformed our operations in such a short period of time," he explains.

Exceeding Expectations

While AMPP has been making waves for Corrivium's clients, its flexibility and range of capabilities has also exceeded Jones's initial expectations for the platform, not just in delivering a more efficient business operation but also from a business development perspective. "We've been using AMPP successfully for four years, and we are finding opportunities coming to us from non-traditional businesses as well," he explains. "It's a groundbreaking philosophy; AMPP has turned out to be much bigger, and with more capabilities, than we were originally expecting."

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David Hines,
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Part of the original mandate for deploying AMPP was to help orchestrate (and grow) the wide array of custom solutions Corrivium offers to its partners. This process requires ongoing collaboration between teams at Grass Valley® and Corrivium, who work together in the early stages of project proposals to develop a customized proof-of-concept where clients can experience AMPP's tailored functionality first-hand. Once the engagement is confirmed, Corrivium shifts focus to assisting the client with building the infrastructure necessary to run AMPP, as well as training operators on its use.

"Interestingly, we haven't developed a single workflow template for multiple projects," Jones explains. "Every project is unique, as each client event comes with its own specific requirements. Instead, we create custom AMPP workflows for

each project, deploy them to the suitable cloud region, and deliver them either remotely, on-site, or as a hybrid solution."

By design, AMPP enables efficiency and flexibility in media production workflows, providing media organizations with a uniquely powerful, scalable and secure platform.

"As we've discovered, once you fully grasp the AMPP ecosystem, you appreciate the immense power it offers," concludes Jones.

"AMPP enables users to achieve nearly any production objective in the cloud, bypassing limitations like unavailable physical equipment. Whether you need a playback system, graphics, a 32x32 audio mixer, or a scene-based vision mixer, it's all readily accessible at your fingertips."

Agile, Simple and Affordable Production

The unique power of AMPP has enhanced Corrivium's ability to deliver high-quality live streaming services on a global scale; efficiently and flexibly. And it is also opening the doors to new customer bases, allowing the company to explore opportunities with non-traditional businesses.

The decision taken by Jones in 2020 has proved to be a shrewd and profitable one, where over the past four years AMPP's groundbreaking philosophy — agile, simple and affordable production solutions built for organizations of all sizes — has driven Corrivium's capabilities to new heights.

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