



Virtualising the Broadcast Workflow

Vítejte!

30:00

START Thirty Minute Timer | Pause | Reset

[[Online Timer](#) | [Video Timer](#) | [Online Timers](#)]

[Set Timer for: [1 min](#) | [5 min](#) | [10 min](#) | [15 min](#) | [20 min](#) | [30 min](#) | [45 min](#) | [60 min](#) | [90 min](#)]

Intro



Dom Robinson
Co-Founder, Director
and Creative-Firestarter



idea





“id3as is 3 or four years ahead”

*“..more than 35,000 events a year work
with just two production support calls”*

“100% uptime for since the platform went live in 2013”

“AWS’ largest live digital media workflow”

*“As much as an 80% reduction in our OPEX, while removing all upward
(and downward) scaling limitations”*

“Changes our Service Velocity from years to microseconds”

Big Picture



Evolution of software

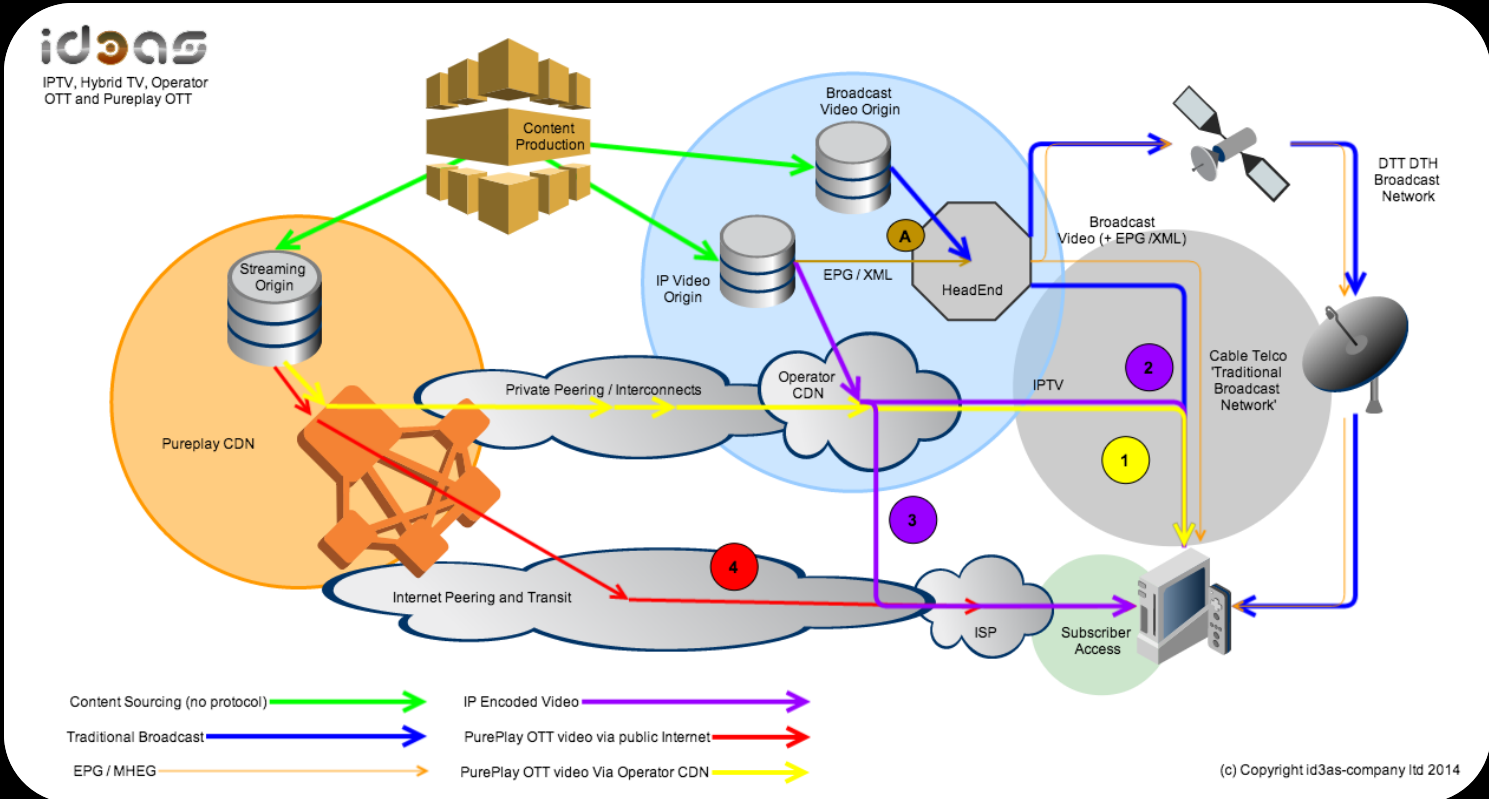
Time Sharing Client Server Web & Internet Virtualisation Private Cloud



Private Cloud



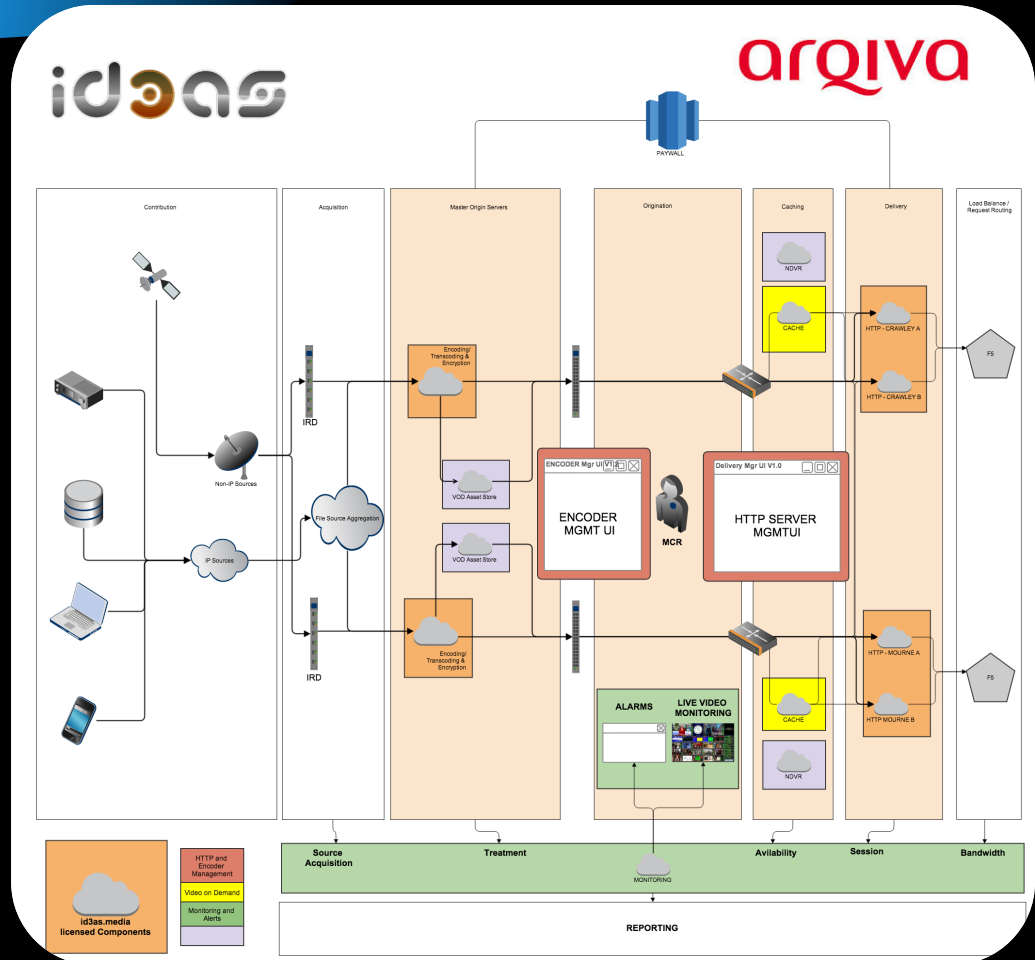
SDN / NFV, Edge Compute, FOG Trends



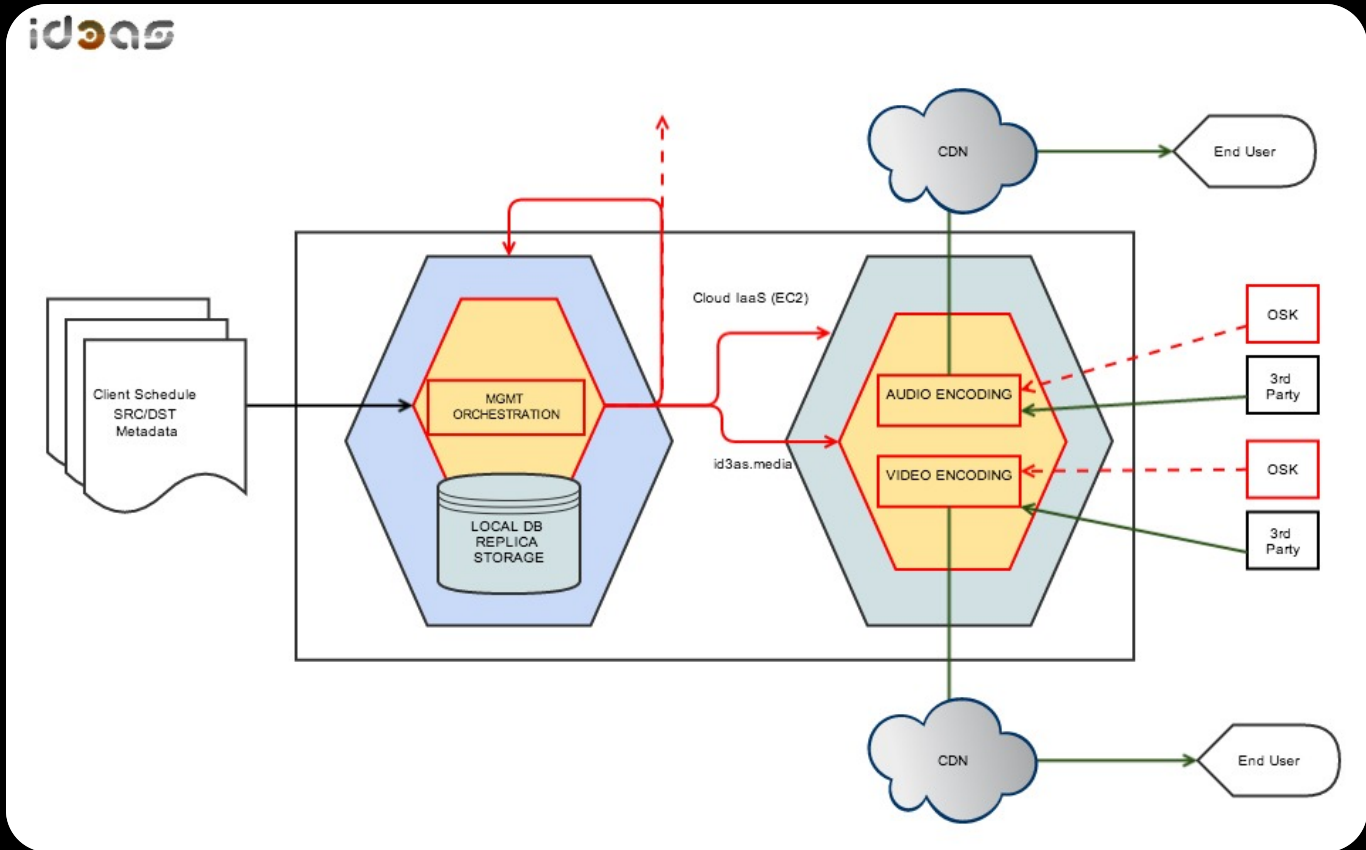
Service Velocity



Hybrid TV



OTTTV



Nasdaq in Action

Current Frame 15:35:57.78 Edited Video Length 00h : 00m : 00s 15:22:31.09

Timeline Overview 20:08:48.00

Thumbnail size: 1.28s

15:35:52.66 15:36:04.18

Playback controls: Play, Stop, Mute, Volume, Full Screen

NASDAQ OSK Dashboard Settings Files Network Stats System

Environment: test v1 0.941-mes

General

Current Source: SDI (embedded audio)
 MCI ID: 1737635-1 (Ziggo2, 2/2/2016 5:15:00 PM, EMEA)
 Zixi Main Stream: Unknown (undefined)
 GRIT Main Stream: Streaming (MEE-DEV EU-West / 1737635-1)
 Latency: 28.64ms Packets OK 33 Retired 0 Falted 0

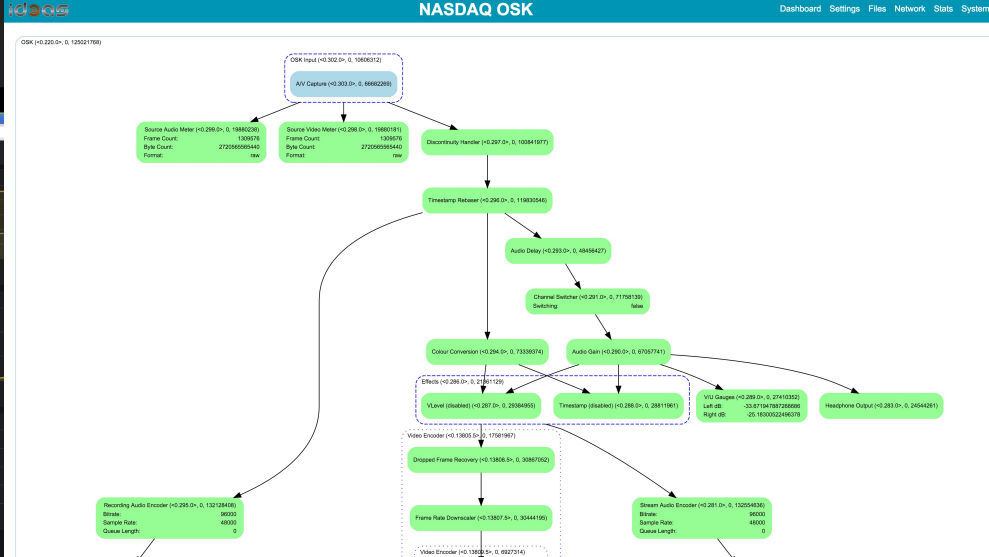
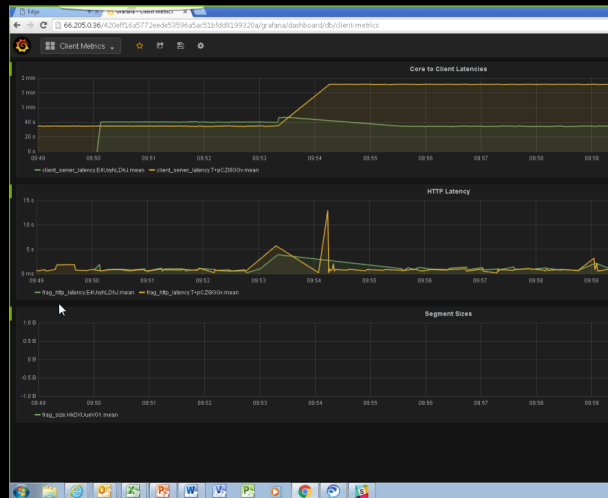
Input Signal Status: Signal Detected(SDI) / 1080p25
 Zixi Backup Stream: Unknown (undefined)
 GRIT Backup Stream: Streaming (MEE-DEV US-East / 1737635-1)
 Latency: 46.41ms Packets OK 37 Retired 0 Falted 0

Video

Video preview: UTC20:06:25:94

Audio

Left Gain: 0.0dB Mute Reset
 Right Gain: 0.0dB Mute Reset
 Headphone Volume: 0.0dB Mute Reset
 Headphone Output: EN Stereo DE
 Audio Delay: -10ms 0 ms +10ms Reset



Wrap

Cloud is an economic thing

Network Operators will become agile distributed Fogs.

Broadcast is ALREADY largely using IP

Cloud – done right – gives you more resilience than ‘real’.

Fixed infrastructure should be PART of your cloud and used when economics stack up.

Production capability is available (from us) today.

Thankyou



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Do drop by the Intel stand at NAB for a demo: South Hall (Upper) - SU621 [Far West End]