

APPLICATION NOTE

Delivering Channels to Second Screens with Smart Playout Center

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Using Grass Valley's Smart Playout Center, broadcasters and platform operators can monetize their programs in multiscreen environments.

Introduction

Broadcasters and platform operators need to monetize their programs in multiscreen environments. In some cases, particularly for platform operators, delivering to second screen devices (such as tablets and mobile phones) provides a value-added service aimed at enhancing the home user experience and reducing subscriber churn rate.

Creating a multiscreen version of the linear channel is a valid straight forward option. Or is it? Distribution rights issues with some of the programs may arise. Additionally, there is a potential to monetize this investment by repurposing commercials for different platforms/devices and increase ad revenues. This creates the need for content substitution of some of the scheduled events that constitute the linear channel.

The Challenge

A platform operator in Europe has been providing added value to subscribers by allowing them to watch live and on-demand content on PCs, mobile phones, and tablets. After a period of time, the success of this service has created an opportunity to expand the service and create new revenue streams through targeted advertising. Due to distribution rights, certain programs are not permitted to be shown on second screen devices, and must be blocked. This is particularly challenging for

news and sports channels, due to the nature of live programs ending via the manual intervention of a master control operator (e.g., ending of a football match and transitioning to commercials or scheduled programming). Besides, the operation of a live linear channel is already a complex and stressful event for the producers, directors, and operators. Driving program substitution for second screens through additional automation rules on the main channel may not be a desirable option.



The Solution

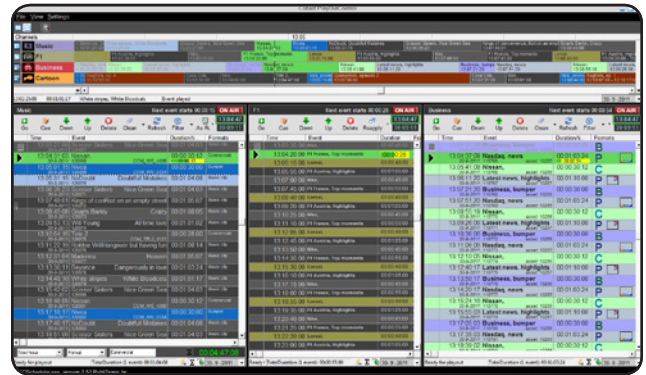
The Grass Valley® Smart Playout Center™ is a multi-channel, integrated playout solution controlling a K2 Edge™ playout node server to provide cost-efficient operation of playout applications for many broadcasters and platforms operators worldwide. Asset management, channel design (branding), multichannel media playout, and automation are contained within the same seamlessly integrated architecture. This makes Smart Playout Center an ideal solution for repurposing a linear channel for second screen devices.

TV channels with live events can under-run or over-run compared to the original schedule. The schedule therefore needs to be updated as programs are manually finished and started. By automatically synchronizing with the linear channel schedule, Smart Playout Center can keep up with changes and create an initial rundown. Those events that are flagged in the schedule with rights issues or non-second screen commercials can be blocked and substituted with different content.

Smart Playout Center offers additional benefits by providing the tools to design the look and feel of the channel with Channel Composer™. New graphics (static and dynamic, 2D DVE, 3D DVE, tickers, etc.) can be overlaid to create a tailored brand for multiscreen devices. For billing, as-run logs can be created to keep track of the programs and commercials that are streamed out to second screen devices.

An integrated option for Channel Composer is the RTic™ real-time information collector. RTic can receive data from a broad variety of sources, including XML, databases, or Excel files, which are formatted and sent directly to air using Channel Composer designs.

Each Smart Playout Center includes Cobalt™, Grass Valley's playout automation software. Cobalt playout automation manages all on-air events (including RTic events), and for increased reliability, runs completely independent from the database.

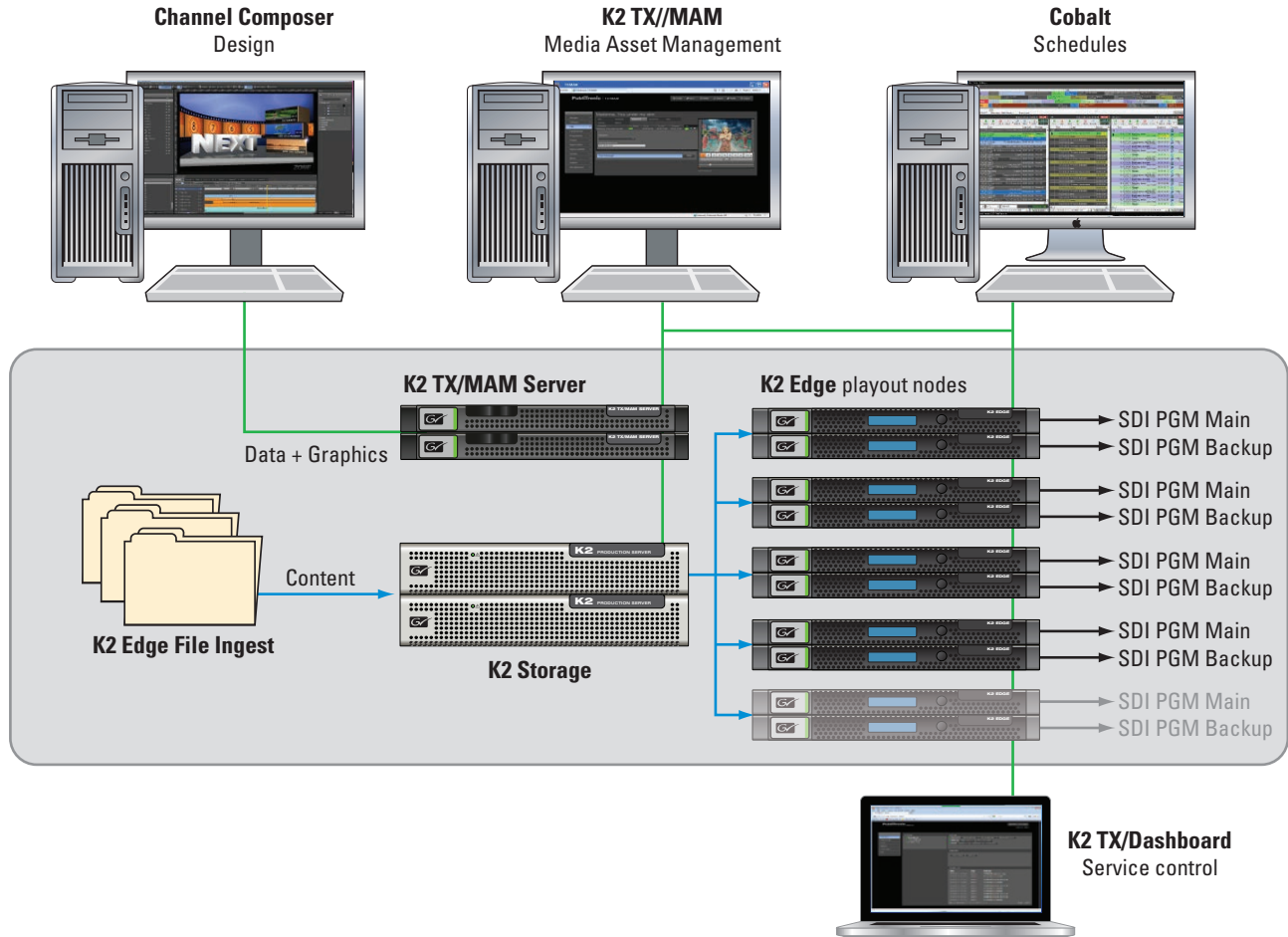


Asset management is the key to a great automation system, that's why each Smart Playout Center includes Grass Valley's K2 TX/MAM™ asset management system with a central database. The TX/MAM standard IT server uses a web-based GUI to control all assets—including video clips, audio clips, captioning, metadata, and graphic elements on discrete playout nodes. In addition to primary essence management K2 TX/MAM also oversees secondary essence management, customizable metadata, and user rights management.



Conclusion

Grass Valley's Smart Payout Center can provide broadcasters and platform operators with a means to substitute content and re-brand main linear channels for distribution to multiscreen devices—all under a fully integrated system providing new means to engage subscribers and potentially start monetizing new ad revenues.



ABOUT GRASS VALLEY - THE PREMIER VIDEO TECHNOLOGY SOLUTIONS COMPANY

For more than 50 years, the Grass Valley name has been synonymous with innovation, leadership, and performance. Our full range of solutions and services is unmatched in the industry, leveraging the economies of scale of the IT industry with our proprietary core knowledge of media processing and storage. Grass Valley customers include most of the world's leading broadcasters, teleproduction facilities, and service providers, as well as independent video professionals who rely on our products to cover

the world's most high-profile live events, as well as to benefit from efficiencies in day-to-day operations. When you're watching news, sports, or entertainment programming—whether on a TV, the web, or a mobile device—you're watching Grass Valley at work in today's connected world.

For information about Grass Valley solutions and services, please visit: www.grassvalley.com.

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