

De Tune

De Tune and Grass Valley Collaborate to Enable Virtual Theater-Style Corporate Events

2020 was *the* year for virtual events as businesses strived to communicate with colleagues, customers and industry peers. And it's a trend on the rise — based on projections from [Grand View Research](#), the market for virtual events will grow nearly ten-fold over the next decade from US\$78 billion to US\$774 billion. In order to stage and deliver the most compelling online events, businesses require tools and technology that enable them to easily transition from traditional, physical formats to the online world.

The opportunity: shifting gear to the virtual world

De Tune, a live media and entertainment company, has been supporting businesses with its expertise and services since its inception in 2008, working on some of the biggest sports productions and with an array of esports customers. The company also actively supports businesses in other markets, including the corporate world. It has helped produce broadcast-quality trade show experiences for Toyota and Lexus as well as Scion's Auto Show Circuit.

De Tune has also been at the forefront of creating compelling corporate theater experiences. Most recently, it deployed Grass Valley's cloud-based SaaS [GV AMPP \(Agile Media Processing Platform\)](#) to help Public School, the creative agency owned by Czarnowski Collective, to pivot the corporate theater-style events it runs for its clients to the virtual world.

Michael Thuney, founder and CEO for De Tune, said: "For this project with Public School, we were able to take remote broadcasting to a brand new level by implementing total decentralization and virtualization — a perfect combination in the current climate of social distancing and flexible work-

ing. I have been a personal advocate of remote broadcasting for over a decade, and by partnering with the right technology solutions provider I was delighted to bring this venture to fruition for Public School."

Due to social distancing and "stay home" requirements, Public School had to pivot quickly to virtual events, and having a centralized control room to run all the functions through was no longer an option. A cloud-based workflow was clearly the best solution. De Tune needed to guarantee power and data-center redundancy with the ability to route globally, across multiple CDNs in multiple places. Content acquisition was another key consideration for the Public School project. De Tune was tasked with deploying the right cloud-first SaaS technological partner to bring Public School's corporate events to the online stage with broadcast-quality standards.

The solution: decentralized, remote production with the cloud

GV AMPP is a fully Software-as-a-Service (SaaS) solution that runs in any data center or cloud environment. It supports a modular, efficient approach to everyday broadcast workflows such as live production, playout automation, asset management, signal processing and master switching.

In this scenario, the AMPP Master Control application allowed De Tune to create a master control room in the cloud with full redundancy, accessible anywhere in the world. This solution unlocks the power of elastic compute and allows customers to easily transition to public, data center or hybrid infrastructures that are future-ready and ultra-nimble. AMPP allowed the De Tune production team to flexibly create customizable workflows, with a variety of apps such as multiviewers, router panels, test signal generators, switchers, graphics renderers, clip players and recorders — all of which can

quickly be deployed to support a wide range of workflows. Built on a unique microservices architecture based on five core technologies — fabric, timing, connectivity, identity and streaming — AMPP directly addresses many of the issues that complicate common IP and cloud deployments, delivering seamless network connectivity, timing and ultra-low latency.

Thuney commented: “Technology has come a long way in the last five years in regard to remote broadcasting capabilities. Our aim was to create a truly decentralized production approach with an engineering centerpiece that you can count on to be reliable while driving multiple outputs from a single user interface. GV AMPP does that; we can use it to look at all the other aspects of the workflow to ensure they are behaving as we expect and keep pushing out content even with the inconsistencies of the internet.”

The outcome: continuous, cross-continent corporate-style content

The workflow supported three hour-long events, delivered to six countries across EMEA, the Americas, and Asia, featuring 40 presenters around the world, located in their respective homes with no on-site tech support. Live feeds, with translations and closed captioning, were delivered to a global audience of 5,000 over CDNs. Using AMPP Master Control, a 24-strong De Tune team, located remotely, seamlessly managed 37 terabytes of live video and data in the cloud. All aspects of this continuous 24-hour broadcast were based in Azure and AWS, bringing in live presentation streams from the United Kingdom, France, the United States, Australia, New Zealand and China.

Thuney added: “We wanted to create a true cloud-based workflow that enabled our distributed team to collaborate efficiently to get our customer’s content live on air. And GV AMPP allowed us to do exactly that; by leverag-

ing the power of the cloud we expanded our production capability to stay ahead of the curve as we move into a new media environment. Thanks to the combination of our production experience and the capability of the Grass Valley solution, we were able to successfully pivot our customer’s events to the virtual stage. The project with Public School is just the first of many successful productions leveraging this solution.”

This project with De Tune shows how AMPP allows live content producers to leverage the power of the cloud and decentralized workflows to get high-quality live content on air even in the most challenging circumstances. De Tune was the first partner to offer a managed service on the GV AMPP platform.

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