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AN AMAGI POINT OF VIEW

Cloud-based platforms are redefining broadcast MCR operations

*Scalability, speed and cost-efficiency make **Master Control Room (MCR)** applications suitable for cloud-led transformation*

Given the cloud's innate scalability and versatility, it is not surprising that one of the most widely discussed targets in broadcast transformation has been the Master Control Room.

It was clear from the start that the cloud had the potential to truly redefine MCR operations, although it has taken a great deal of work to reach the point where that is possible. For us at Amagi, these efforts have resulted in multiple solutions and services that support cloud-based broadcast MCRs.

Amagi's cloud native solution Amagi CLOUDPORT helps broadcasters optimize their MCRs and get to the point where basically everything can be done through a web browser.

Read on to understand the advantages of cloud MCR and get a peek into some of the innovations underway in this space.

What's propelling the transformation of MCRs?

Here is the most significant influencing factor.

Lots of monitoring infrastructure are becoming software-driven and virtualized – and this lends itself to a new cloud-based environment. You also see a move towards the use of the cloud for a very long list of broadcast processes such as ingest, media management and storage, playout, distribution and monetization.

With content production cycles intensifying, there has also been a general industry-wide need to address bottlenecks in terms of managing and operating MCRs – something that has arguably been exacerbated during the pandemic. In addition, post-Covid, it's likely that you are going to see more smaller remote mechanisms for control and operation, and that also makes a cloud solution more desirable.

A cloud-based MCR such as that enabled by Amagi CLOUDPORT is appearing increasingly attractive to broadcasters and content creators, especially in terms of the operational flexibility and scalability it enables.

Explore the Cloud MCR advantages

Agility and flexibility

Cloud MCR proves especially useful with the quick launch of new channels. With an MCR that resides in the cloud, there is no need to worry about creating new physical infrastructure – instead, you can spin up the service on the cloud and get everything moving quickly.

Our own cloud-based managed services started with around 20 channels, but now have about 500 under their auspices. In fact, we have been launching channels every day. For broadcasters to have their MCR in the cloud and for it to be run anywhere – it also gives them a lot more flexibility.

A cloud MCR is also an eminently logical move for broadcasters who have already virtualised key aspects of their production, including for linear channels. Plenty of companies are moving their monitoring and ingesting completely to the cloud, because it lends itself so easily to these processes.

In terms of content types, the fast-moving worlds of sports and news – where the need to work remotely and at distance is most acute – can benefit especially from cloud-led MCR transformation.

AI and ML are going to allow us to progress to a point where monitoring is by exception and not by 24/7 'eyes on glass.'

Smarter monitoring with AI & ML innovations

Cloud MCRs will get a boost thanks to new technologies – principally Artificial Intelligence and Machine Learning. We are all looking into a future, in which the monitoring capabilities will be made smarter every day, with AI and ML innovations at the backend.

Increased automation will also reduce the demands placed on broadcast personnel to maintain 24/7 human monitoring. Indeed, a profound change in this regard is only just around the corner.

Take your MCR to the Cloud with Amagi's proven expertise and pioneering solutions

Leverage Amagi's integrated cloud solutions

Underpinned by the robustness and reliability of the public cloud platforms, Amagi CLOUDPORT – our multi-channel cloud playout solution incorporates a sophisticated, yet simple web-based user interface that gives broadcasters the flexibility to operate a cloud MCR from any remote location.

Our cloud playout solution also helps spin-off new channels quickly and effectively, with all the attendant asset management and content delivery aspects one would expect.

24x7 cloud-managed MCR operations is also one aspect of our Managed Broadcast Services, developed to accelerate broadcast workflows through advanced automation techniques at all stages of the process.

Our objective is to help broadcasters optimize their MCRs and get to the point where basically everything can be done through a web browser.

Our new solution will drastically simplify the monitoring process for broadcasters

Amagi is currently working on a new solution, in which the monitoring capability will only alert you during exceptions when there is a need to take action. By some orders of magnitude, this is going to reduce the monitoring requirements for broadcast teams.

The intense and often rapid turnaround workload of sports, in particular, is expected to be conducive to a solution that utilizes a high level of automated monitoring.

In the meantime, Amagi will continue to highlight the benefits of migrating to the cloud for your MCR. Regardless of whether it is linear or OTT channels, a cloud MCR brings the opportunity for having one unified platform for all your MCR and monitoring functions.

That brings you a lot of flexibility and scalability, as well as cost-efficiency, as you aren't duplicating infrastructures. Certainly, we will see a lot more organizations moving in that direction.

Thrive with us!

If you are looking to migrate to the cloud, reach out to us.

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About Amagi

Amagi is a next-gen media tech company that provides cloud broadcast and streaming TV solutions to TV networks, content owners and streaming TV platforms. Amagi enables content owners to launch, distribute and monetize live linear channels on Free-Ad-Supported TV and SVOD platforms. Amagi also offers 24x7 cloud managed services bringing simplicity, advanced automation, and transparency to the entire broadcast operations for traditional TV networks. Amagi delivers 500+ channels with deployments in over 40 countries. Amagi has offices in New York, Los Angeles, London, Singapore, New Delhi and Bangalore.

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