

# Broadcast Plus



## Software-based content delivery platforms

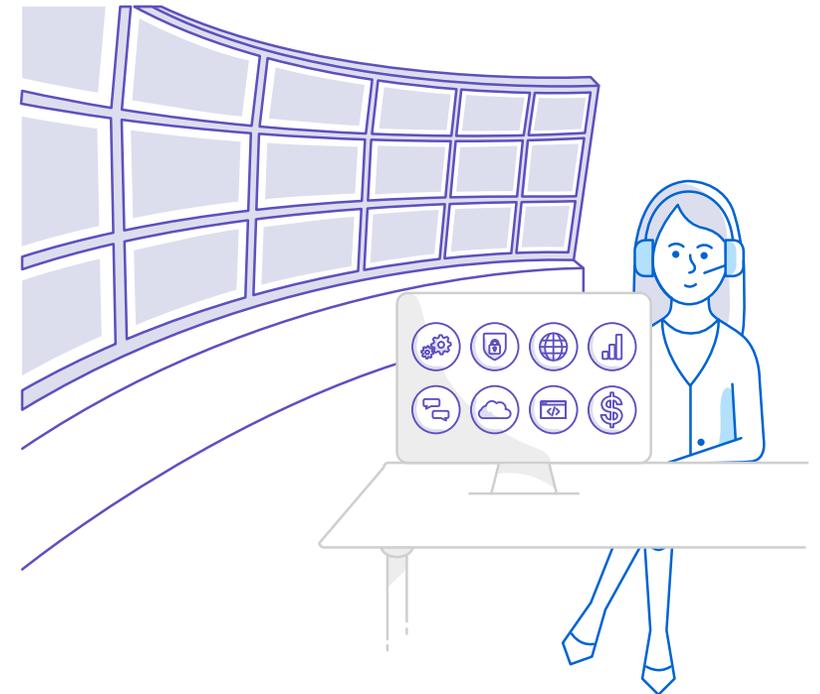
**Take charge with our range of software-based content delivery platforms, designed to help maximise cost of ownership, manage security, compliance, and add value to your business.**

The industry is moving at a fast pace due to viewer's demand for content. Not too long ago broadcasters struggled to innovate due to expensive workflow structures and inflexibility of fixed systems. Failing fast was not an option, but broadcasters needed to compete for viewers at speed.

The shift to software-based solutions has simplified processes for easier creation, management and monetisation - driving efficiencies across linear and non-linear publishing. Software-based services allow them the ability to quickly setup new channels or reach new markets. Although the new challenge is sourcing or upskilling broadcast engineers with IT skills.

We understand the industry challenges because we face them too. We advance our networks and services to ensure our customers aren't burdened with the complexity of owning hardware, nor the inability to scale. That's why we've invested into cloud-based capabilities into Broadcast Plus.

Broadcast Plus brings together professional services and managed services with media infrastructure, technology and experts for the media and entertainment industry. Backed by broadcast media experts at Telstra Broadcast Services and digital transformation specialists at Telstra Purple.





# Efficient, flexible, and scalable IP play & delivery

## Content Management

Web-based asset management & orchestration platform

A fully managed or platform-as-a-service offering, providing media asset management, content orchestration of complex media workflows, and localisation.

Additional features:

- Secure online access and responsive client interface, cloud-based for scale and capacity management and no specialized resources or hardware.
- Manage all variables including video, metadata, subtitles, multiple audio tracks and more
- Changes to metadata reflected immediately.
- Search, browse, retrieve, assemble and dynamically display one catalogue, filtered by region, or publish multiple separate catalogues for quick roll-out for new markets and libraries.
- Reporting and metrics console



## IP Playout

Live linear and IP streaming

A global software-based platform with full playout functionality able to support the simplest linear to the most complex channel arrangement.

Additional features:

- Local or remote operation
- Fully automated failover with active active DR configuration.
- Input and output of MPEG-TS for live program insertion and broadcast distribution.
- Simulcast SD/HD and OTT format outputs
- Integrated comprehensive software graphics – templated or dynamic built live to air.

## Portalive

Web-based master control & switching

Data multicasting and routing enabling high availability and networked operations.

Additional features:

- IP-based lines switching and monitoring on a local, wide area or global network
- Online recording capability – accessed securely from any web browser, users have the ability to control the recording characteristics for any feed with access to circuits and content being user rights enabled.
- Line switching and cross point management – achieved securely through a web browser, instant access to all published live broadcast feeds; groups can be set up in order to allow the customer to be self-sufficient in managing their line switching and setting up of line records.
- Full reporting and auditing – status management for all streams and links is provided in order to manage capacities and quality of service; services support both automated and manual control of failover.
- Online monitoring - user credentials control monitoring access allowing for real time network oversight
- Online service monitoring - customers can access via secure login, any of their streams which can be 'white labelled to meet any corporate requirements and viewed on multiple devices.



# Automate and enhance your online requirements from development to operations

## Managed OTT Streaming

Monitoring and service assurance identifying analytics, impacts and quality of service

A 24/7 manned Tier 4 Broadcast Operations Centre to manage and monitor OTT content performance.

Additional features:

- Proactive monitoring to assist in preventing problems.
- Automated fixes, scalable user demand, and content delivery tracking.
- 24/7 system reporting.
- Monitoring and detection of stored media assets and live broadcasts.

## App design and development

Design and develop custom mobile solutions from the front-end to the back-end.

Optimised web, mobile and smart TV application with quality performance for the optimal user experience.

Additional features:

- A collaborative platform to edit, publish and modify content and personalise existing content.
- A dedicated design and delivery team from solution architects to system performance analysts.

## End-to-end OTT

Full featured end-to-end OTT solution across multi-platforms.

Creation of a competitive TV service with solutions that help provide a rich TV experience for viewers.

Additional features:

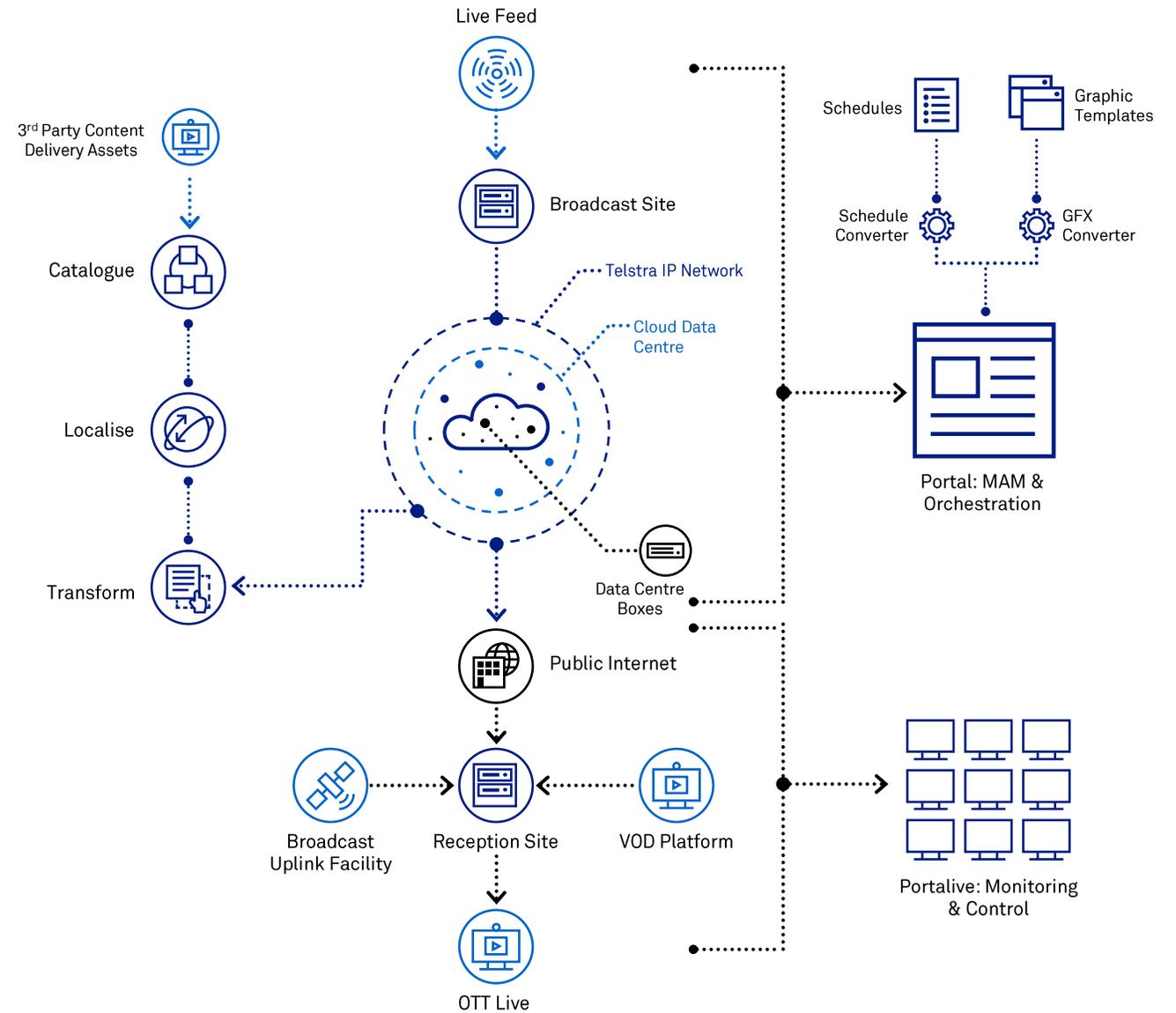
- Assess, audit, and evaluate platform configurations across multi-cloud resources to ensure a smooth delivery.
- Multiple system interaction, including automated end-to-end workflow solutions, media asset management, and content distribution networks.
- Operate your VOD with a singular or mixed OTT model to generate new or additional revenue streams.

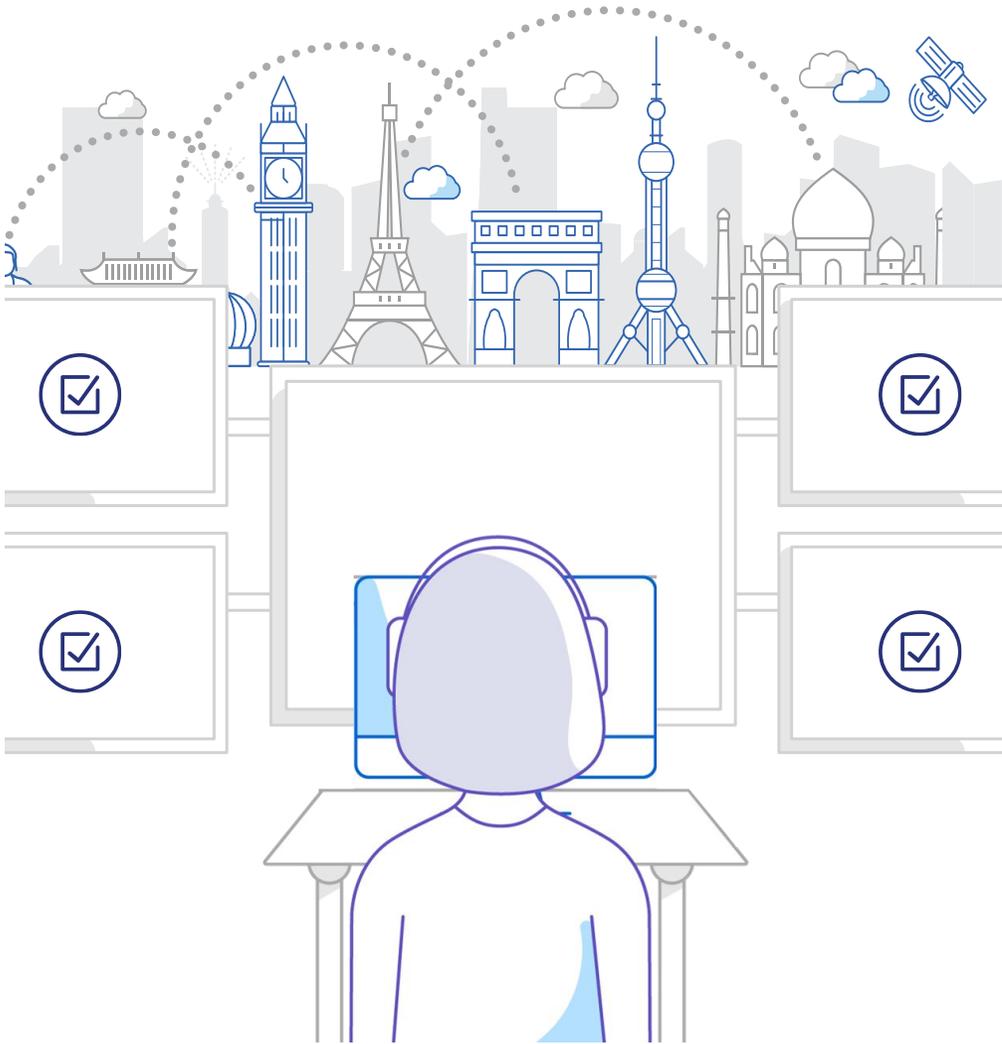


# Cloud-based content delivery flow

There are a number of technology advantages of our services which fall outside a natural core product narrative.

- **Online service monitoring** - Customers can access via secure login, any of their streams which can be 'white labelled' to meet corporate requirements and viewed on multiple devices.
- **Software graphics engine** - A software-oriented service that leverages standard IT-based graphics cards and designed to deliver sophisticated 2.5D graphics rendered in real time. Dynamic data variables can be fed from external data sources.
- **Design tool** - For template creation. Elements can be brought in from third-party design applications (such as Adobe After Effects) and integrated with MAM, for significant workflow efficiencies.
- **Pop-up Channels** - Easy and cost effective provisioning of pop-up channel services.
- **Format agnostic** - Designed so there is no infrastructure impact to the adoption of, for example, a 4K video workflow.
- **Platform agnostic** - Unlimited types of publishing platform integration





# Telstra

## Broadcast Plus

powered by Telstra Broadcast Services

**At Telstra Broadcast Services we're available 24/7 – talk to us.**

 [telstra.com/broadcastservices](https://telstra.com/broadcastservices)

 [telstra.broadcast@team.telstra.com](mailto:telstra.broadcast@team.telstra.com)

 +61 2 8258 7900