CLOUDPORT is a cloud-managed, next-generation channel playout platform. It can be used to deliver broadcast-grade live linear channels over satellite, fiber, or OTT platforms. CLOUDPORT can be installed at the edge locations and managed remotely, or used to instantly spin-up new channels with a fully virtualized set-up. CLOUDPORT's easy web UI makes it possible to remotely manage entire playout and delivery.

Unlike traditional playout systems, CLOUDPORT manages workflows intelligently with automated playlist generation from a scheduling grid. It can automatically schedule channel graphics based on the rules provided to make the playout management more efficient.

CLOUDPORT offers unmatched efficiency while handling Live Events. The Live switching fabric, with intent capture system allows TV networks to manage multiple headends and multiple live sources, while switching frame-accurately between live and commercial breaks. The Digital Video Effects (DVE) and advanced graphics insertion feature on live, make the experience even more richer for the viewer.

CLOUDPORT can ingest content in multiple formats such as MXF, MOV, MP4, and more. It also supports output in multiple formats such as HLS, RTMP, UDP, and HD-SDI. With capability to deliver sports-ready live playout, and at the same time manage VOD delivery to next-gen platforms, CLOUDPORT is the most versatile playout platform available today.

Feature Highlights

**Virtualized Playout:** Spin-off broadcast-grade new channels on the fly in just hours.

**PaaS-based Playout Platform:** Pay-as-you-go model with all OPEX and zero CAPEX.

**Best Live Events Handling:** Experience frame-accurate, live switching. Simultaneously broadcast live events to multiple feeds, & multiple headends.

**Automated Scheduling:** Generate playlist automatically based on scheduling grid and break patterns.

**4K UHD Support:** 4K-ready with CLOUDPORT at the Edge.

**Deliver VOD:** Deliver VOD assets to operators using Amagi’s cloud-managed media transcoding and automated delivery workflows.

**Dynamic Video Format Conversion:** Dynamically playout HD to SD, PAL to NTSC and vice-versa.

**Multichannel Edge Playout:** 3 channel SD or 2 Channel HD playout at the Edge with Simulcast support.
Key Benefits

**Improved Efficiency with Automated Graphics Scheduling**
Save time, and avoid manual effort for schedule preparation and scheduling of graphics.

**Zero CAPEX and Low OPEX**
Launch new channels at a fraction of the cost of traditional satellite and fiber delivery models.

**Sports-ready Live Playout Management**
Centrally manage live events such as Sports, with reduced latency with context-driven playout system.

**4K UHD Playout**
Deliver UHD content over cloud without incurring the costs of high bit-rate transfer associated with traditional models.

**Create Regionalized Feeds**
Create sub-feeds to address viewer preferences, comply with broadcast regulations, and manage content rights obligations and monetization opportunities.

**Pop-up Channel Origination**
Operate channels on short-term basis to support seasonal or event-based audience requirements, and suspend when not required.

**Transparency and Control**
Retain full control of the broadcast workflow through remote management.

**24/7 Playout Monitoring**
Monitor playout 24/7 with Amagi’s fully functional MCR.

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Content Ingest
- Video: MOV, MXF, MPG, MPEG-2, MPEG-4, MPEG-TS etc.
- Audio: Up to 16 tracks supported PCM, Dolby E, Dolby Digital AC3, AAC, MP2
- Graphics: TGA, MOV, Adobe After Effects (Dynamic)
- Subtitles/ Closed captions: Up to 16 subtitles (Open/closed) EBU STL, SRT, PAC, DVB, Teletext, .890
- AES 128-bit encryption
- Storage upto 5TB, Extendable on demand
- Media asset management, with third party integration (Omneon®, DIVA, Suitcase TV)

Playout Features
- Multisite workflows
- Ability to do HD to SD down / up conversions in output
- Multichannel playout with up to 2 HD/SD channels in SD/IP/ASI output
- Zixi output compatible
- Simulcast support for HD/SD channels
- Supports multiple playlist formats: such as IMSS, BXF, ELG, XML, TXT, CSV
- Evergreen content played as rescue to avoid blackouts
- Customizable AsRun logs
- Role-based user permissions, audit trails of user activities, and customizable alerts

Live Playout Controls
- Real-time master-control view
- Live on/off
- Live ad breaks
- Play live graphics
- Logo on/off
- Skip/Skip next
- Play now / Play graphics now
- Real-time text such as ticker, social media

Advanced Graphics
- 10 Hardware graphics layers & unlimited software layers
- Dynamic graphics from media database, asset meta data and playlist data
- After Effects compatible
- Full-screen graphics
- Social media integration
- Static/Animated Logos/bugs
- Count down timers
- Ticker/Scrolls/Lower thirds overlay
- L-bands
- Picture in picture (PIP) effect
- Video squeeze back
- Voice overlays

For more information, write to cloudandme@amagi.com