Launched new regional channel in just six weeks

Why VICELAND, the leader in millennial-oriented programming chose Amagi’s cloud playout solution to create and launch multiple regional feeds, with individual ad workflows.

**QUICK FACTS**

- 06 Weeks for launching a regional channel
- 03 Continents covered with five feeds across the globe
- 75% Cost saving compared to fiber alternative
About VICELAND

VICELAND is an international television network owned and programmed by Vice Media, offering high-quality, original lifestyle and entertainment content aimed towards millennials.

The VICELAND network extends to both linear and digital platforms, creating high quality, original programming produced in-house, as well as commissioned globally and locally.

Boasting Emmy Award-nominated shows, the channel has built a reputation for housing culturally relevant content for young people, with strong international perspectives covering music, food, news, technology, sex, fashion and more.

Business requirements

VICELAND had an aggressive timeline of just six weeks to launch a fully regionalize feed in New Zealand. Further, they wanted to expand into diverse markets such as Africa, Belgium, and the Netherlands. In addition, they required advanced automation and centralized playout operation to simplify their workflow.

01
Centralized playout management
Manage content library, playlist, schedule, graphics and playout

02
Launch regionalized feed in six weeks
Deliver regionalized feeds with separate ad workflow in New Zealand
Amagi deployed its CLOUDPORT channel playout platform for VICELAND, inclusive of playout, delivery, and 24 X 7 monitoring.

Amagi moved all content assets to the cloud. The cloud-based playout made it easy for VICELAND to scale rapidly, and instantly track status of all its country-specific feeds.
System architecture

VICE UK / US
- Archive
- Vantage Transcoding
- Graphics
- XML Metadata
- Playlists
- Amagi Web UI

DATA CENTER
- Amagi CLOUDPORT Server (Primary)
- Amagi CLOUDPORT Server (Secondary)
- Monitoring Stream Server
- Local Installation
- Fiber Delivery

VICE UK / US
- Amagi
- VICELAND AFRICA

DATA CENTER
- Amagi CLOUDPORT Server (Primary)
- Monitoring Stream Server
- Fiber Delivery
- VICELAND WALLONIA

DATA CENTER
- Amagi CLOUDPORT Server (Primary)
- Monitoring Stream Server
- Fiber Delivery
- VICELAND BELGIUM

AD PROVIDER
- Playlists
- Amagi Web UI
- Transcoding
- Commercials

Amagi NOC
- 24/7 Monitoring of channels
- Amagi
- IP Switch
- Fiber Delivery

VICELAND
- Launching new regional channel in just six weeks
CLOUDPORT workflow: Content ingest

Importing media assets
Assets for all regional feeds, including graphics, metadata files, and subtitles etc. are transferred to cloud from the VICELAND UK premises. All content assets are transcoded and then uploaded to cloud using transport server. From the cloud, they are made available to CLOUDPORT servers installed at headends.

Ad ingest
Amagi’s system has also made it possible for VICELAND’s ad partners to collaborate effectively. Advertising partners for various regional feeds can directly upload commercials and break playlist to cloud using Amagi’s web UI. This simplifies the integration and allows VICELAND team to keep track of entire process.

Importing multiple playlists
CLOUDPORT supports multiple playlist formats including .csv, .xls, XML, .txt, .bxf, .osc, and more. All playlists are uploaded from VICELAND’s UK premises using Amagi’s intuitive web UI.

CLOUDPORT workflow: Playout & delivery

From secure cloud, all assets and playlists are downloaded using internet to various headends across the globe. At each headend or datacenter, Amagi’s CLOUDPORT playout server has been installed to ensure flawless playout as per the playlist provided by VICELAND. The final output is delivered using fiber, while a low-res monitoring stream is sent back to cloud to enable remote monitoring service provided by Amagi MCR.

- Transparent media asset management on the cloud
- Integration with ad partners for commercials and break playlist
- Fiber delivery for last-mile connectivity with 24x7 playout and delivery services
- Edge-based playout for each headend
### Benefits for VICELAND

**01**  
**Fast turn-around time**  
Launch of regional channel in just six weeks

**02**  
**Low CAPEX playout**  
75% cost savings on channel playout and delivery

**03**  
**Complete control on playout operations**  
Centralized playout management with Web UI

**04**  
**Integration with ad partners**  
Collaboration with ad partners using user-defined access to the web UI, without giving away control of main playout
# CLOUDPORT features

## Multichannel playout
- Regional feeds set up - create sub feeds with local opt-out
- Playlists integration for ad/content insertion
- End-to-end workflow management through web UI
- Live monitoring (MCR) experience on web

## Security and reliability
- AES 128-bit encryption
- Role/permissions and access levels
- Audit trails of user activities
- Playout server 1+1 hot swap redundant
- Redundant cloud storage

## Live/near live/non-live
- Live news and sports feeds
- Last minute asset uploads
- Real-time playlist changes
- 4K UHD, HD, and SD output

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**DVE including L-Bands, PIP, video squeeze, and credit squeeze**

- Adobe After Effects template import capability
- Dynamic graphics generated from asset meta data and playlists
- Static/animated logos and bugs
- Multi-layer full screen graphics
- Count-down timers
- Ticker/lower thirds overlay
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