

# PLAYOUT WOW. AND NEXT.



Your viewers want exciting content, flawlessly delivered — and when they've seen it, they'll want to watch more.

Red Bee Media excels in two areas. We create your channel according to your needs and your schedule; we broadcast your content and brand values to the audience, always on time and to the highest standard of quality. You and your viewers deserve nothing less.

## THE FINEST PLAYOUT SERVICES IN THE MARKET

Our playout services are recognized as the very best in the industry. Red Bee can deliver your requirements from the simplest 'thematic' channels using only pre-recorded content to highly sophisticated 'dynamic' channels that are constantly changing for editorial reasons. These channels can feature highly reactive, rolling or breaking news, live events, advanced on-screen graphics and regional variations. We will work with you to launch and manage a full service transformation to fully upgrade and optimize your media capabilities.

All our playout clients benefit from Red Bee's ongoing investment in new technology and our continuous development of better, more innovative products and solutions.

Taken together, this enables you to get the best possible service at the quality your viewers deserve.



## WHICH PLAYOUT SERVICE WORKS BEST FOR YOU?

### Managed Dynamic Playout

is for complex, regionalized channels featuring dynamic live events with fast-changing content and commercials. We are experts in managing multiple live inputs, dynamic scheduling, regional content variations and advanced on-screen graphics.

### Managed Thematic Playout

is our product for channels with pre-recorded content. Our range of options includes multi-language processing, graphics, captions, regional opts, voice-overs, ad-insertion, HD and SD input and output conversion, and +1 variants.

### Red Bee's Media-Centric Private Cloud

is the platform on which our Managed Playout products are hosted. Our unique software-only, fully uncompressed IP video, virtual environment allows us to deliver the quality and agility our clients demand. Your channels can be resilient both within and across our data centers.



## Cloud Playout Recovery (CPR)

If you run your own playout operation, or your current playout services come from a single facility, you can add cost-effective disaster recovery provision with our Cloud Playout Recovery.

Cloud Playout Recovery is a public cloud-based solution for the automated provisioning of DR playout services in the event of a catastrophic main system failure.

Using the commercial benefits of public cloud and automated failure detection, CPR offers a more cost-effective DR solution than total site duplication. Incurring a relatively small cost while dormant, the full operational cost only kicks in when the DR service is called into use.

All schedule and media integration operate via our standard platforms that already serve our main Playout, Media Management, and VoD preparation services.

Once on board, customers pay a monthly fee for access to CPR and support of the playout service whilst it is dormant. A daily usage fee is only charged when the CPR system is up and running.

Customers using CPR can update the content and playlists as often as they like so it can either hold 'evergreen' material that is not refreshed regularly, or act as a replica of the current channel schedule.



While accepting playlists and media, CPR regularly checks the 'heartbeat' of the main system. Simultaneously, it keeps the compute-intensive player dormant.



If the system goes down, CPR detects the missing heartbeat, sends an alert and awakens the compute-intensive player.



CPR loads playlists and media, cues media to the correct position and outputs the stream to a pre-determined IP address.

## KEY BENEFITS

- Significantly reduce costs
- Increase the quality/resilience of operations
- Smoothly transform services to HD/UHD
- Efficiently manage a high volume of live or dynamic events
- Flexibility: Managed Service or modular service elements
- Easily customizable
- Gain from established large-scale economies
- Benefit from developments on our centralized platform
- Pay-as-you-go options available
- Simple and cost-efficient setup for temporary or event-based channels
- A faster, lower-risk channel deployment model
- Avoid needs for local hardware or CAPEX facilities
- CPR recovers streaming in the unlikely event that playout goes down
- Agreements customized to match your needs and goals
- We respond fast with effective, trusted results

## The essentials

- Red Bee delivers over 300 linear channels worldwide including some of the largest and most complex such as BBC1, ITV1, TV4, and Canal+OS.
- Red Bee delivered Europe's first UHD channel (BT Sport).

## Brands delivering WOW with Red Bee include:



Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



## WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then contact us to find out more:

[www.redbeemedia.com](http://www.redbeemedia.com) +44 (0)20 8495 5000



BT sport chose Red Bee to provide services in a number of different areas: they needed media management, playout and MCR for five linear channels; they also requested six interactive red-button channels. Furthermore, they needed the best in compliance and VoD services, dynamic advertising and live pre-recorded captioning and audio description.

In response we designed, built and operated a dedicated playout and media service to broadcast premium, live sports channels. We ensured a smooth launch, high quality of service and rapid deployment of red button services. In doing so, we delivered a complex UHD project on time, on budget and to the client's satisfaction.

"Red Bee have a huge role to play because it is about technology, not for technology's sake, but for enabling us to put more on screen."

**JAMIE HINDHAUGH,**  
COO, BT Sport.