



IP Broadcast Network Operation Center

The Challenge:

Harnessing the Power of IP for Remote Production

Like never before, streaming and broadcast productions are embracing the game-changing efficiency, cost savings, and flexibility of IP solutions to power remote production workflows. However, as IP continues to go mainstream for video production, producers have identified key requirements for IP video capture and streaming technology:

- Flexible software and cloud-based solutions that can power lightweight field gear such as bonded cellular backpacks.
- The ability to incorporate IP streams seamlessly and easily into production workflows, with the ability to ingest non-baseband sources.
- Support for the entire gamut of IP-based protocols, with the ability to use several within the same production.
- Fast, frictionless ways to transcode feeds and files into multiple house formats for asset management and distribution.

The Solution:

Streamlining and Simplifying Remote Production & Live Contribution

The Primestream IP Network Operations Center (NOC) addresses all of these requirements through advanced, IP-based signal acquisition and cloud-based media asset management (MAM). These enabling technologies offer a paradigm shift from traditional broadcast operation centers and satellite trucks to smaller and more nimble transmission gear, cameras, and capture devices. With the IP NOC, broadcasters can assemble an entire IP operation using off-the-shelf hardware and acquire signals from all manner of IP sources.



Core Technology Components

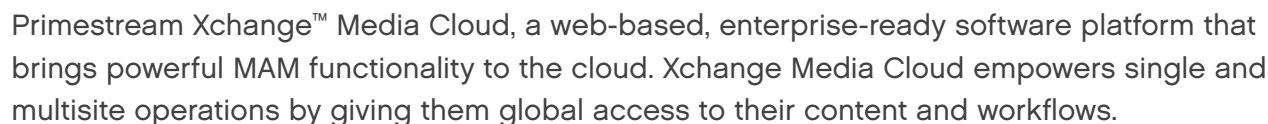
The Primestream IP NOC consists of the Media I/O™ and Xchange™ Media Cloud.



Primestream Media I/O™, an on-premises and cloud production solution for recording and playing out virtually any type of live video, including HD and 4K UHD, from any location. Media I/O key features include:

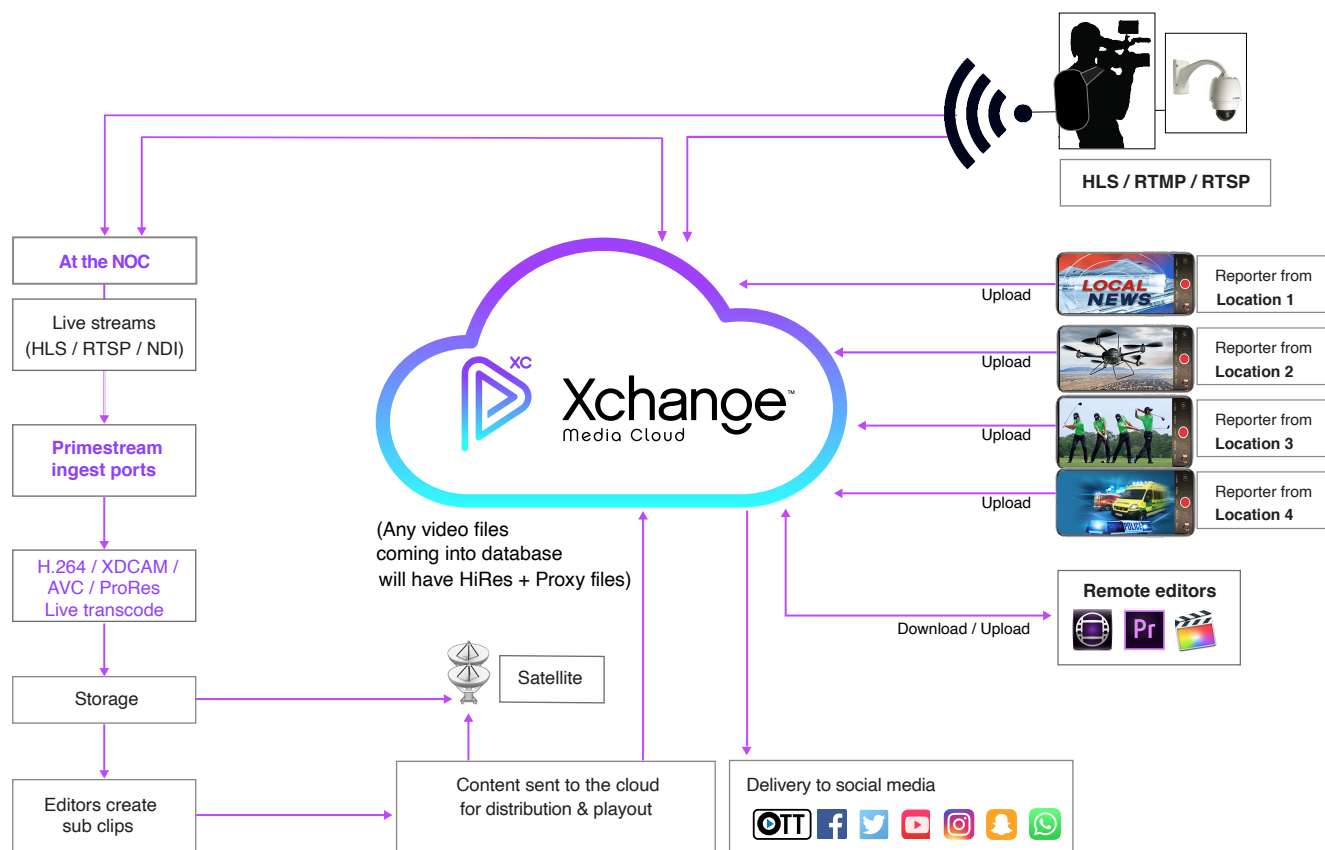
- Ability to capture content from any baseband or non-baseband broadcast source including SRT, NDI, HLS, RTSP, DASH, and even SDI.
- Ability to bond together up to ten 1Mbps upstream SIM cards to achieve 10Mbps of throughput, more than enough to deliver an HD stream and negate the need for a satellite uplink.
- Transcoding of live content in real time into broadcast formats (ProRes, XDCAM, AVC-Intra, DVCPRO, H.264, and H.265/HEVC) for fast integration into production, management, and delivery workflows.
- Support for real-time editing in Apple Final Cut Pro X™ and Adobe Premiere Pro™.





Xchange Media Cloud key features include:

- Tools for browsing all projects and assets with comprehensive keyword search, metadata filters, and smart folders that filter based on keyword.
- Tools for easy uploading and registering of media, including multiple file selection, drag-and-drop uploading, progress bar, and validation of file registration.
- Elastic Data Viewer, which provides easy access to media using cloud-based AI (Artificial Intelligence) tools such as facial and object recognition, speech to text transcription, sentiment analysis, and more.
- Tools for easy creation and customizing of interface layouts based on the operation's unique workflows.



IP NOC Benefits:

- Ability to acquire signals from a virtually unlimited number of inputs using a wide range of protocols and then output via an ethernet switch for live multicamera monitoring, real-time transcoding to house formats, live editing, and finally publication, distribution, and/or retransmission.
- IP streaming, NDI, and SDI can coexist in the same workflow, supporting broadcasters who are taking a phased approach to the IP migration.
- Remote teams are able to store, access, produce, and manage all of their media assets regardless of where the assets reside, and they can collaborate on projects from anywhere in the world.
- As a software-only solution, the IP NOC manages all streams in real time without costly hardware decoders.
- Integrations with popular NLEs enable teams to preview live sources and edit them in real time using popular NLEs while the feed is still being captured.
- Editors can easily create metadata and subclips during live events – then transcode and push those clips to OTT or social media platforms.

About Primestream

Primestream is a leading provider of asset management, automation software, and workflow orchestration solutions for media and production operations that are scalable and highly configurable across markets, platforms, and infrastructures to ensure long-term flexibility and value. With a long history in media creation workflows, Primestream combines best-in-class technology with proven reliability to help optimize media creativity for enterprise, digital media, sports, and broadcast operations worldwide. Primestream products leverage deep expertise and insight into market trends and customer requirements to connect content creation, collaboration, asset management, production, and delivery together in an optimal workflow.

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The Primestream software suite has been field-proven in a wide range of production facilities for many of the world's leading broadcasters and corporations, such as Vice Media Group, Microsoft Production Studios, Cisco Global Television, NFL Networks, NFL Films, StreamTeam, AT&T Sports, SunTV, Disney, New World Symphony, Verizon Media Group, Fortune Magazine, Time USA, Business Insider, USC Annenberg School for Communication and Journalism, MTG Sweden, Newsy, and many more.

More information on Primestream solutions:

Primestream.com or on   

Contact us today to schedule a demo!
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