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*SBS TV SHIFTS  
COSTS WITH DELUXE  
MEDIACLOUD*

*Increased Flexibility, More Efficient and Reliable Playout*

As the TV arm of Australia's multicultural broadcaster, the six channels of SBS hold a unique place in the global media landscape. Every week, more than 5.2 million Australians in metro and 2.1 million in regional areas tune into SBS Television for a mix of Australian and internationally produced programs, drawn from over 400 national and international sources.

Committed to exploring contemporary Australian lives, experiences and viewpoints, about half of SBS's programs are broadcast in languages other than English, and many of these are made accessible to everyone who speaks English. SBS's digital television services alone reach an estimated 96.6 per cent of the population, with audience figures riding high in the ratings.

### **DEALING WITH DIGITAL DIVERSITY AND DEMANDS**

To preserve this success in today's access-driven world, with consumers choosing what they want to watch, when they want to watch it, it became clear that SBS had to develop a more agile broadcast environment. The service had to offer significant cost savings, provide SBS with the foundation for future channel innovation and provide viewers greater control and visibility over SBS video content. Timezone-shifted and highly regionalised channels, as well as completely new digital channels, were seen as key to delivering this modern flexibility.

Setting up complex new and timezone-shifted channels can be an extremely time consuming and expensive task. Traditionally laden with capex investment in additional broadcast infrastructure, as well as lengthy planning meetings, such channels can take many months to plan let alone execute.

Another challenge for SBS was that it also had to improve the reliability standards demanded of a Public Service Broadcaster, and by its own SBS Charter.

### **SHIFTING TO DELUXE MEDIA CLOUD STREAMLINES OPERATIONS AND LOWERS COSTS**

Transitioning SBS's playout operation to a software-defined broadcast platform was the key to delivering this modern flexibility. The broadcaster turned to Deluxe, a leader in multiplatform digital content creation and delivery services, to engineer the transition.

Awarded a managed services operations contract by SBS, Deluxe's innovative software-defined broadcast platform – MediaCloud – has enabled the broadcaster to move to a more flexible and cost-effective utility pricing based playout system.

The new playout operations were built on Deluxe MediaCloud's software-based architecture, hosted from highly secure data centers. This offered SBS enhanced functionality at an affordable cost, while at the same time improving quality and reliability. With Deluxe MediaCloud providing the foundations for SBS' future channels operations, the task of delivering new services to meet consumer demand is now a far simpler task.

The transition resulted in the May 2015 launch of two channels on the new platform—World Movies and NITV channel—nine months ahead of schedule.

Noel Leslie, chief technology officer at SBS, says, *“SBS is leading the way in Australia with this transformation, and with such a fundamental shift in operational and working practices, we were careful to plan a staged transition to the cloud-based environment. We’re absolutely delighted by the speed and ease of the transition, and that we were able to launch channels onto the platform even earlier than planned.”*

*“The flexibility of a software-defined platform like Deluxe MediaCloud allows us greater agility and efficiencies as we continue to deliver great services, on Charter, with significantly less funding than other broadcasters,”* continues Leslie. *“Having the infrastructure managed externally allowed us the ability to launch a complete channel, from scratch, with greater speed and agility than we ever could before.”*

The software-based workflow and integrations have proved to be simpler for SBS, offering freedom from the layered, multiple vendors and systems of the traditional broadcast chain. This eliminates multiple points of failure, and provides greater capacity with better quality. Deluxe also ensures that the SBS platform is always up to date and keeping pace with the latest industry advances. Upgrades are ongoing, seamless, and largely unknown to the user.

With Deluxe MediaCloud’s elastic platform, SBS can contract and expand without long-term investment and take more direct control over content, schedules and workflows. Increased flexibility means that pop-up channels can easily be accommodated without long-term commitments and high costs. Channel launches can take place in days rather than months, resulting in significant time and cost savings.

On an operational level, Deluxe MediaCloud is able to offer SBS streamlined live event and subtitle insertion, as well as complex graphics and event scheduling with voiceovers. Further capabilities include local or remote control operations, fully automated failover, input and output of live program insertion and broadcast distribution, simulcast SD/HD, as well as integrated software graphics.

The software-defined broadcast platform is flexible in other ways: SBS users can also log on and take control from anywhere in the world, and as a hosted service, there’s no requirement for prime office space to store infrastructure. Thus it’s also a greener solution in that it requires less power.

With the success of the World Movies and NITV channel, and SBS’s fourth free-to-air TV Channel Food Network recently launched onto the MediaCloud system, the broadcaster plans to transition across its remaining channels – SBS and SBS 2 – to the Deluxe MediaCloud platform later this year.

## SBS AT A GLANCE

### INDUSTRY/APPLICATION

Software-Defined Broadcast Platform

### CHALLENGES

- Reduce costs and improve reliability
- Deliver an agile, future-proof workflow to address changing programming access demands
- Substantial time and costs required to set up new and time-shift channels
- Work within the defined standards, constraints and budget of a public service broadcaster

### SOLUTION

Deluxe transitioned the playout operation of Australian broadcaster SBS to a software-defined broadcast platform, enabling significant operational efficiencies, greater consumer choice, and the rapid deployment of new channels. Using the capabilities of Deluxe's innovative MediaCloud platform, SBS can rapidly respond to changing needs in programming and provide true remote content control for itself and its viewers, in a much more flexible, agile and less power-hungry workflow than before.

### IMPACT

#### • **Costs Reduced**

- Software-defined architecture slashes costs associated with physical infrastructure, hardware and maintenance.
- Increased cost effectiveness by reducing cost and time to market for launching or trialing new services/features.
- Avoidance of traditional risk of obsolescence and technical refresh cost through DMC's continuous innovation and feature upgrades.
- Removal of workflow bottlenecks and multiple single points of failure experienced in traditional hardware based platforms.

#### • **Increased Flexibility**

- Increased agility to launch/drop services and features both across the linear and non-linear domain.
- Ability to easily integrate, based on an open non-proprietary API-driven platform architecture

that enables future integration with any platform and service.

- Operational agility and flexibility is achieved by no longer being geographically tethered to the technology platform.
- Elastic provisioning of resources to support peak time special events such as one-off live events - no redesign or system integration is necessary.
- Channels can be delivered via the same platform with different SLA's and commercial agreements.
- Pop-up channels can easily be accommodated without long-term commitments and high costs

#### • **Speed**

- Shortening of build and integration timescale means services can be launched more quickly than with legacy systems. Channel launches can take place in days rather than months
- The ability to quickly expand services into alternative markets and territories - online, internationally, regionally.
- Shortened R&D time cycle that ensures features and market requirements are optimally delivered and exploited.

#### • **Improved Quality**

- On-air performance designed to deliver 100% uptime
- DMC is already providing 4K services across the world.
- More features readily available to enhance brand value.
- Greater effective monitoring and reporting systems to drive proactive support and maintenance.
- Customers are able to impact development through an open and cooperative approach.

#### • **Green Deal**

- As a hosted solution requiring less real-estate and power, Deluxe's cloud-based system offers a 'greener' solution than traditional playout models with an on-premises solution.