

BROADCAST INDIA 2018

Event Wrap-Up Special Edition

The Indian Media and Entertainment sector is one of the fastest growing industries in the country. It is poised to grow at a CAGR of 14.3% to INR 2260 Billion by 2020. Besides that India's film industry is the most productive in the world, with over 3000 films per year.

Broadcast India is seen as the biggest and best exhibition for the Media Industry. This show brings together the leading participants from across the globe to present a wide array of products and technologies for the broadcast, television, film, audio and radio industry.

OTTs are aggressive in the Indian Market. The industry is flooded with regional and global players. India's OTT subscribers are expected to grow to 105 million by 2020. Smartphone and Broadband penetration is fuelling this rally whilst advanced technology is playing a pivotal role in this reinvention.

Boston IT Solutions have been participating in the Broadcast India conference for almost a decade and every year we are excited to see the rise of technology innovation and adoption leading to higher efficiencies, quality, and enhanced customer experience. This is evident in the complete chain in the Media and Entertainment Industry

– from content creation to its management and delivery.

There was a wide range of products showcased at the event which is summarised in the table below.

Be it cameras enabled with WiFi or studios working on editing and post production workflows or final content being stored in private or public cloud and streamed over network, one thing is certain - technology is king. This is the camera to cloud generation.

The Sony India team showcased their range of cameras – PXW-Z280 / PXW-Z90V / HXR-NX80 /FDR-AX700. All models support Wireless LAN enabling Camera recordings to be sent to

CAMERAS



- Camera Robots
- Camera Stabilizers
- Cameras and Lenses
- Drones/Octocopters / Helicam
- Aerial camera
- Aerial Cinematography
- Antennas

AUDIO



- Audio Editing
- Audio Mastering
- Audio Mixers
- Audio Post Production
- Audio Processing and Effects
- Audio Recording

TECHNOLOGY



- Servers, Storage, Networking and Cloud Solutions
- Media Workflow
- Audio Over IP
- Broadband and Connectivity
- Digital Asset management
- Digital Signage, Hardware, Software
- Digital Video Recorders
- Interactive Television
- IPTV/IP Video/Broadband Video
- OTT Solutions
- Solid State Memory Recording Media
- Teleprompting Solutions
- Video Processing

BROADCAST



- Broadcast equipments and solutions
- Broadcast Management systems
- Cable Solutions
- News/Weather/Traffic Services
- Streaming/Webcasting
- Television/Newsroom automation
- Video on Demand

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central FTP servers or as a stream. The PXW-Z280 has a revolutionary dual cellular link feature to provide a more reliable network connection. These network connection features enable upload to cloud storage so editing can start immediately saving on time. If there is news reporting, teams can even start logging clips while shooting, saving valuable time when a story is breaking.

For detailed camera features you can visit https://pro.sony/ue_US/products/handheld-camcorders/pxw-z280

Once the video content is recorded by the camera, media workflows kick in to process the content. This is where editing and mixing solutions play a role. There are two critical aspects to these solutions – IT infrastructure that provides resources tuned to deliver expected performance and software solutions for editing and rendering etc.

BOSTON IT SOLUTIONS showcased its range of Server and Workstation Solutions with NVIDIA GPUs that form the IT Infrastructure at the core of processing media content. Boston was also showcasing a high-performance storage solution - the [Flash-IO Talyn](#) which is the right candidate for high performance nearline storage in post-production houses.

We also had our Private Cloud Solution [vScaler](#) which gathered interest. vScaler is a Private Cloud platform built on Opensource technology that enables you to create a secure, scalable, cost effective, flexible IT Infrastructure.

Boston helps customers create an ideal solution – customising

the specifications, design and can even offer full custom branding. Boston's high performance, mission critical server and storage solutions can be tailored for each specific client and workload.

There were multiple storage and archive solutions also showcased at the event.

ATTEMPO launched its solution for high speed backup and archiving. This solution enables high speed copying, backup, migration or replication of data. Data being the new oil, Attempo feels data availability is crucial for all organizations and its backup and archiving solution addresses this key aspect. Multiple data movers ensure high-speed copying that enables backups of around 250TB per day.

SONY showcased its Optical disc archive solution. The system involves the use of multiple bare discs contained within a very robust cartridge and a dedicated disc drive unit with an associated software driver capable of manipulating discs individually – providing seamless read /write capability.

ALTO presented an enterprise disk-based archiving solution. This is an easy-to-use, secure and affordable alternative to a tape library offering faster access for more users and ultra-low lifetime cost of ownership

There were several solutions on show for media and broadcasting.

PLAYBOX TECHNOLOGY presented its channel in a box solution. This turnkey playout server solution for broadcasting a single TV channel is available in Standard Definition or High Definition. It in-



The PXW-Z280, the world's first 4K handheld camcorder*

FIND OUT MORE



The Boston Flash-IO Talyn

FIND OUT MORE



The vScaler HCI Appliance

FIND OUT MORE

*Image source https://pro.sony/ue_US/products/handheld-camcorders/pxw-z280

tegrates all elements needed to keep a channel on-air by combining scheduling, ingest, playout and interactive graphics within one box. The output can be SDI or IP streaming and suitable for applications including broadcast TV, Internet TV, Cable TV etc.

Playbox also has a cloud native solution called Cloud-Air. CloudAir is based on the concept of virtual channel playout and is a totally software-centric solution. Its processing platform and cloud-native services are the future of video production and content delivery, providing TV operators with ultimate simplicity, efficiency and agility. CloudAir gives the broadcaster a window to access their playout and servers through one easy-to-use interface, from practically any location.

CloudAir provides a tapeless file-based operation which can be operated in two parts: one integrated with the broadcast centre and the other at the remote site. At the broadcast centre it is fully integrated into the current or preferred systems including traffic, storage, MAM, ingest, transcoding and file transfer systems, or PlayBox Technology can provide these. This connects to the new remote CloudAir site's playout equipment via the public internet, making a huge cost saving compared with traditional dedicated fibre or satellite links.

PLANETCAST presented its services and solutions portfolio at the event. Planetcast provides comprehensive, customized solutions across content management operations (including content storage, enrichment and automated play-

out) and distribution (including satellite broadcasting/ up-linking, digital streaming and cloud distribution).

With its own cloud infrastructure including media content storage, a robust architecture of cloud covering the digital media eco-system from acquisition, production management, curating/ post production, content management, formatting / transcoding, distribution across variety of devices for monetisation of all kinds of contents (viz. premium, professional, user generated etc.), Planetcast has created an e-market place for cloud media services and cloud streaming services. The cloud-based broadcast playout platform is ideally suited for advertisers, geo-specific deliveries, personalized ad deliveries, content owners and TV channels.

CAT-5 BROADCAST showcased multiple solutions including a new ultra-portable TVU one and TVU pack for news coverage and a complete news channel based on latest equipment, automation software and workflow. Very high end bi-direction interactive TV-production over cloud for News, Sports, and Education from ARES Interactive Media was also presented.

BLACKBOX NETWORK SERVICES introduced new solutions for high performance 4K KVM (key-board, Video, Mouse) and software-based video wall processing. These solutions will enable broadcast IT technicians, operators and editors to improve workflows, centralize administration and make human-machine connectivity and collaboration user friendly and scalable.



OCTOPUS NEWSROOM presented Octopus 8.2, a high end flexible and innovative newsroom computer system with a digital first approach. It supports television and radio, eSports, live events and webTV. It facilitates a uniquely intuitive and equally powerful two way digital and linear workflow, helping newsrooms adapt to future digital trends. The Octopus system expedites real-time calendar based editorial collaboration amongst news teams, from initial receipt of task notification to complete and advanced news rundown management. The system is also accessible on Android and iOS devices allowing journalists to send media assets directly to the newsroom from any location.

To summarize, media assets in the industry are travelling today from camera to cloud. We are here to enable this path with our solutions portfolio and we will continue to innovate to provide the best in class IT Infrastructure solutions for the Media and Entertainment Industry.

Contact us to discuss any of our featured products, or let us tailor a solution for your media and entertainment workloads.

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