Disrupting Traditional Broadcasting Through Digital Transformation and Social/Digital Production

The Solution: Digital Transformation & Cloud Streaming Center

What is a Digital Transformation?

Digital transformation is literally the process of using new emerging digital technologies to either modify or create new business processes and systems. Digital transformation can also apply to a business adapting its existing infrastructure and practices to optimize itself and address emerging cultural, market or experience trends. Digital transformation is not specific to one particular industry or vertical. It truly transcends niche, product or department, allowing for companies engaging in their own digital transformation to truly adopt a revitalized, reinvigorated and holistic view at how they choose to do business both internally and with their clients, in the 21st century.

The process of reimagining a business can be seen in the form of a firm upgrading from physical analog infrastructure to cloud-based or hosted solutions, software upgrades, revised marketing and sales channel strategies or new revenue opportunities in emerging markets. The term digital transformation is truly unique to each company, firm or business looking to stay relevant, disrupt existing frameworks and compete against a constantly changing competitive landscape.

Regardless of whether you're an existing business that's been operating a certain way for 100+ years or a new entrepreneurial venture, the need to understand and engage in your own digital transformation is integral to your success as your business moves forward. Your clients, your partners and your customers are all engaging in their very own digital transformation, it's about time you do the same.

Grass Valley has always acted as not only a provider of the most innovative solutions and equipment for our clients, but also a trusted technology partner, working with our partners and clients every step of the way throughout their own digital transformation.

Read on to see how the products and services we offer can aid and compliment your larger business initiatives and digital integrations as you continue to optimize, scale and grow.

What is the "Cloud?"

- Greater scalability
- Increased agility
- Lower capital costs
- Quicker deployment
- Increased collaboration
- Reduced headcount
- Reduced infrastructure (servers)

Cloud falls under the umbrella of digital transformation as it speaks to a company's initiative to move its traditional IT service delivery model. Migrating traditional hardware and data storage to a more agile, virtual, automated and less restricted model. Cloud computing doesn't require a complete shift of your entire traditional IT service model but focuses on optimizing the delivery of services where and when you need them, with a movement away from IT silos and expensive, physical IT limitations or blockers.

It's important to note that through the adoption of a cloud computing approach to your IT infrastructure, traditional IT goals do not change. The three core tenants and objectives of IT enablement still remain the sale: cost effectiveness, risk management/security and agility. Cloud computing only allows you to drive towards these objectives while simultaneously having a positive impact on your process, organizational structure, corporate culture, infrastructure and service delivery.

> " At least 40% of all businesses will die in the next 10 years…if they don't figure out how to change their entire company to accommodate new technologies. "
>
> – John Chambers, Executive Chairman, Cisco Systems

Digital Transformation By The Numbers

✔ 56% of CEOs said that digital improvements have already led to increases in revenue.[1]

✔ Executives believe that within five years, as much as 50% of their revenue will be driven by digital changes to their businesses.[2]

✔ 44% of organizations have already started implementing a digital-first approach to business processes, operations and customer engagement.[3]

✔ 85% of enterprise decision makers believe that if they don't make serious progress on digitally transforming their businesses in the next 24 months, they'll fall behind the competition and take a hit on their bottom line.[4]
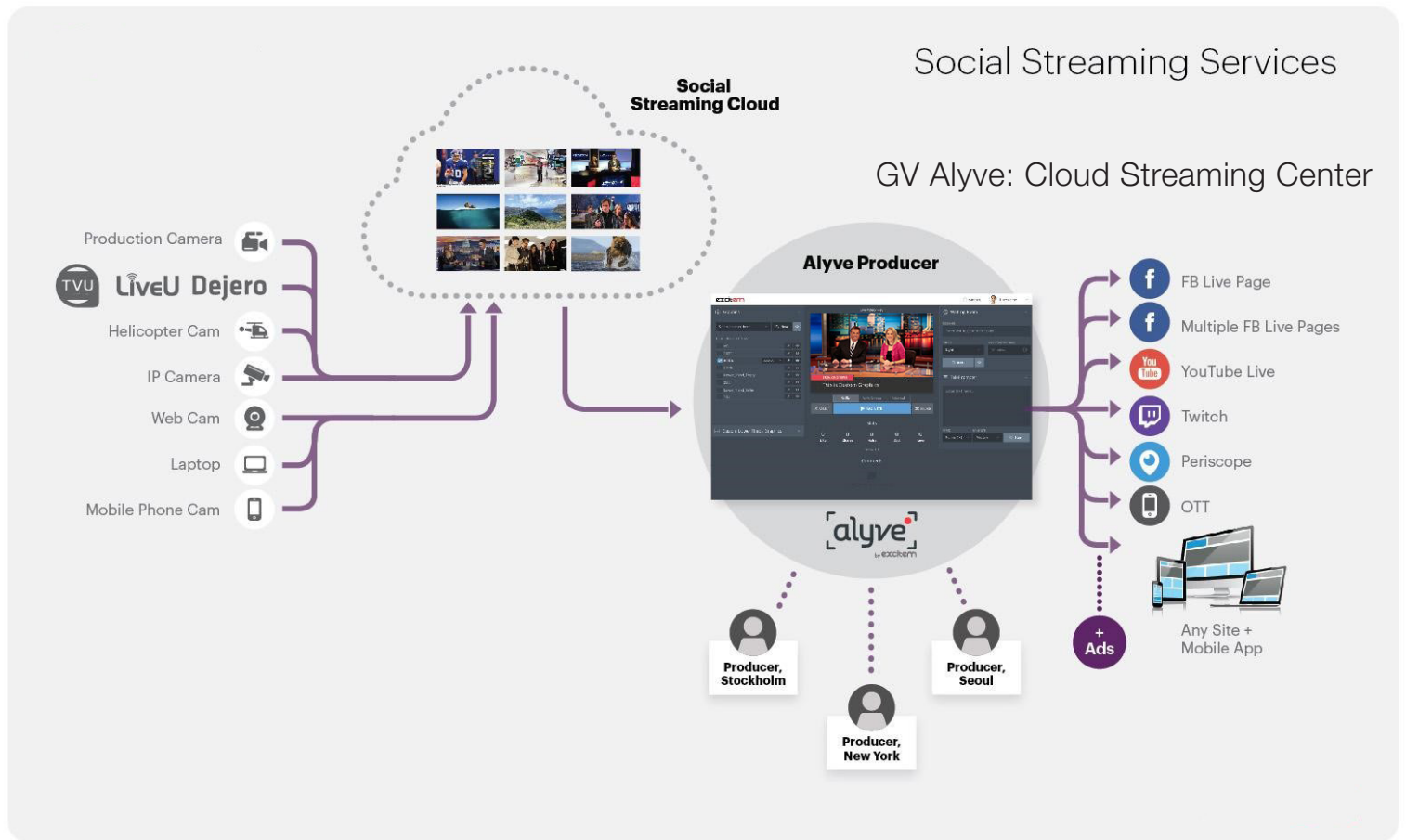
Through meaningful and thoughtful understanding of emerging technologies and the scope and potential of how cloud computing can impact your organization, working with technology partners to understand where certain existing solutions and pain points can be augmented through cloud migration and digital transformation to modernize your business, save costs and exceed existing IT infrastructure objectives.

Broadcasting In the Digital Era

Broadcasting has continued to evolve in line with digital augmentation of workflows, business operations, service delivery, infrastructure and customer experience.

Not only will broadcasters have to deliver better pictures to more devices, in different formats and over limited bandwidth, but they will have to deliver more services while reducing expenditure. That often means new approaches like virtualization or automation, and new infrastructure technologies. Grass Valley has solutions to help broadcasters and media organizations harness cloud- and IP-based solutions that support higher resolution content and enable flexible workflows that deliver content to multiple platforms.[5]

Efficiency is the key to remaining competitive as the pressure to deliver content to a variety of devices grows. Continuing to innovate and to make great efforts to streamline the integration of products to reduce the cost of integration and reduce the time to get projects on-air can all be part of your own companies digital transformation. By working with a technology partner and supplier, broadcasters and content creators can focus on the business of creating and monetizing their content without worrying about the complexity of a multivendor solution and multiple touch points for service and support. The right supplier relationship will be key to finding success in the evolving broadcast market.[5]

1 https://www.gartner.com/en/newsroom/press-releases/2017-04-24-gartner-survey-shows-42-percent-of-ceos-have-begun-digital-business-transformation

2 https://go.forrester.com/blogs/15-12-08-the_state_of_digital_business_2016_to_2020/

3 https://cdn2.hubspot.net/hubfs/1624046/Digital%20Business%20Executive%20Summary_FINAL.pdf?t=1534365095051

4 https://www.progress.com/blogs/the-state-of-digital-business

5 https://www.grassvalley.com/blog/20180802-future_of_broadcast/

GV Alyve is positioned to help you leverage emerging technology in a constantly shifting global market and the requirement of broadcasters and content creators to adapt to constantly changing, and increasingly complex delivery requirements. GV Alyve addresses these increasingly complex demands through offering digital teams an easy and robust way to create digital-first production for live streams.

GV Alyve from Grass Valley is a cloud-based video production and distribution toolset that simplifies live video workflows with built-in social integration (live streaming). GV Alyve enables broadcasters to go live with a single click, create digital broadcasts from within a web browser, and live switch between streams. GV Alyve also enables broadcasters to add graphics and social interactions.

Broadcast Simplified

Broadcast live with a single click. Click digital broadcasts within a web browser. Switch streams, add graphics and insert highlights in real time.

Anywhere Anytime

Access your broadcast and live from anywhere using a web browser. Collaborate globally and broadcast instantaneously.

Go Social

Broadcast 20+ premium quality live streams to multiple social platforms and your own broadcast outputs.

Cloud-based

Digital teams can maximize their resources, with no additional software or hardware.

Broadcasters Can Achieve The Following:

- Increase the speed, efficiency, and engagement of live streaming and social media feeds
- Create engaging media channels that expand monetization opportunities with live ingest of multiple live video feeds to Facebook Live, OTT, YouTube Live, Twitter and RTMP platforms
- Add professional graphics to your live streams
- Aggregate analytics from multiple platforms in real time to correlate engagement of your audience with the content delivery

Here are some of the latest, groundbreaking features that enable creative talent to produce live content, faster in GV Alyve:

Web-based HTML 5 (Access from Anywhere)

In a typical newsroom, speed is everything. First on the scene, first on-air — and now most importantly — first on social media (Live). GV Alyve was built with systems that allows processes to run back-to-back with streams feeding its Social Stream Cloud 24/7.

You can access the tool anytime and from any web browser.

Native Facebook Live Integration

Through a partnership with Facebook, GV Alyve publishes natively to Facebook Live. Through this integration, in one click you can stream to Facebook Pages, Facebook Profiles, Facebook Events and Groups. You also have the ability to stream live to multiple designations. You also can have the ability to publish to YouTube, Twitch and Periscope/Twitter.

Graphic Overlays

GV Alyve allows you to insert graphics on top of live videos. You can add, preview and schedule when graphics show and for how long.

Cloud Stream Management

Stream virtualization allows broadcasters to stream to GV Alyve Social Streaming Cloud, which allows all of its users to access live video content from anywhere and across different stations or groups. This simplifies the stream management aspect and eliminate the need for routing hardware encoders.

> **"** If someone asks me what cloud computing is, I try not to get bogged down with definitions. I tell them that, simply put, cloud computing is a better way to run your business. **"**
>
> **– Marc Benioff, CEO, Salesforce.com**

Ability to Ingest RTMP

You can ingest three to 20+ live video feeds and publish them to social media platforms. GV Alyve's integration with other Grass Valley products allows you to pull streams that are created by GV I/O, including GV I/O channels in GV STRATUS/GV STRATUS One automatically to its social streaming cloud for live editing and distribution.

Social Streaming (RTMP/RTMPS)

The tool allows you to stream to any other social network that accepts RTMP/RTMPS format. Broadcast premium-quality live streams to Facebook, Periscope, Twitter, YouTube and your own platforms (based on RTMP/ RTMPS integration. Native integration is coming soon).

Multiple Inputs

GV Alyve allows you to switch between different streams from multiple live, or pre-recorded broadcasts.

> " Looking to the future, I expect the market will be seeking more options for remote and virtual production that decrease cost and increase efficiency. Many of the on-premise tasks of today are well suited for the cloud, which can help our customers reduce their upfront cash outlay and increase their financial flexibility. "
>
> – Timothy Shoulders II, CEO, Grass Valley

KEY FEATURES

RTMP Ingest
• Ingest RTMP streams

Analytics
• Collect real-time analytics from several platforms into one chart

Live Graphic Overlays
• Allows broadcasters to professionalize their live streaming videos by adding graphics, such as a pre-roll, closing screen, logo, name tag, and lower-third graphics

Publish to Multiple Social Media Destinations and Platforms
• One-click publishing to Facebook Live (Pages, Profiles, Events, and Groups)
• RTMP/RTMPS streaming to other social media networks

Content Geo-fencing
• GV Alyve allows you to set a perimeter for where your content will be published (Facebook Live only)

Countdown Timer and Waiting Rooms
• Allows customers to post a countdown timer before they begin live streaming. The countdown, along with waiting rooms that viewers can attend while waiting for a live streaming update to begin, allow broadcasters to increase anticipation and visibility for a post before it begins

Highlights
• An easy and robust way to empower digital teams to create "digital first" productions for live streams
• A cloud switcher with the ability to switch between live streams
• A single platform that allows you to collect all of the streams in the cloud and share them among different stations or teams
• Publish natively to multiple social media platforms
• A real-time analytics solution that aggregates data from different social pages or platforms
• Integration with GV STRATUS and GV I/O will significantly improve the workflow.