



APPLICATION NOTE

Improving secondary content creation with Framelight X

Today's audiences want to interact with an event before, during and after its actual production. Social media and OTT streaming services have sizzle reels leading up to an event to create excitement, reaction clips to key moments during an event, highlight reels at every break and as soon as the event is over. Highlight reels or behind-the-scenes montages increase engagement and the number of viewers by creating buzz for the event on secondary and social media channels.

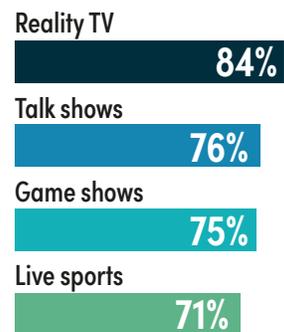
But creating more content in the high-pressure context of a live event isn't as easy as it sounds. To keep up with all this demand, you need to deliver live content to multiple audiences through different channels.

Unlike the live broadcast, which is receiving and outputting its content in standard formats, secondary content frequently has to deal with inputs in multiple formats that are delivered to a wide variety of channels. To include content that isn't part of the main event, you often need to deal with a variety of different types of sources; like handhelds, mobile phones or even teleconferencing software.

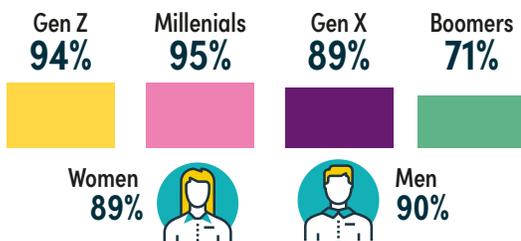
Built on AMPP, Grass Valley's Framelight X helps you maximize the amount of finished content you create when capturing and editing live events. There is no need for extra equipment or delay in converting to a production format. Elastic Recorder X can record any source in any format and capture the media file directly to



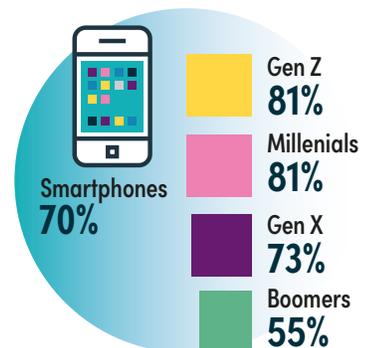
Most likely watching:



How frequently are you using a second screen?



What sort of screens?



Source: <https://www.adweek.com/brand-marketing/infographic-what-is-everyone-doing-on-their-second-screens/>

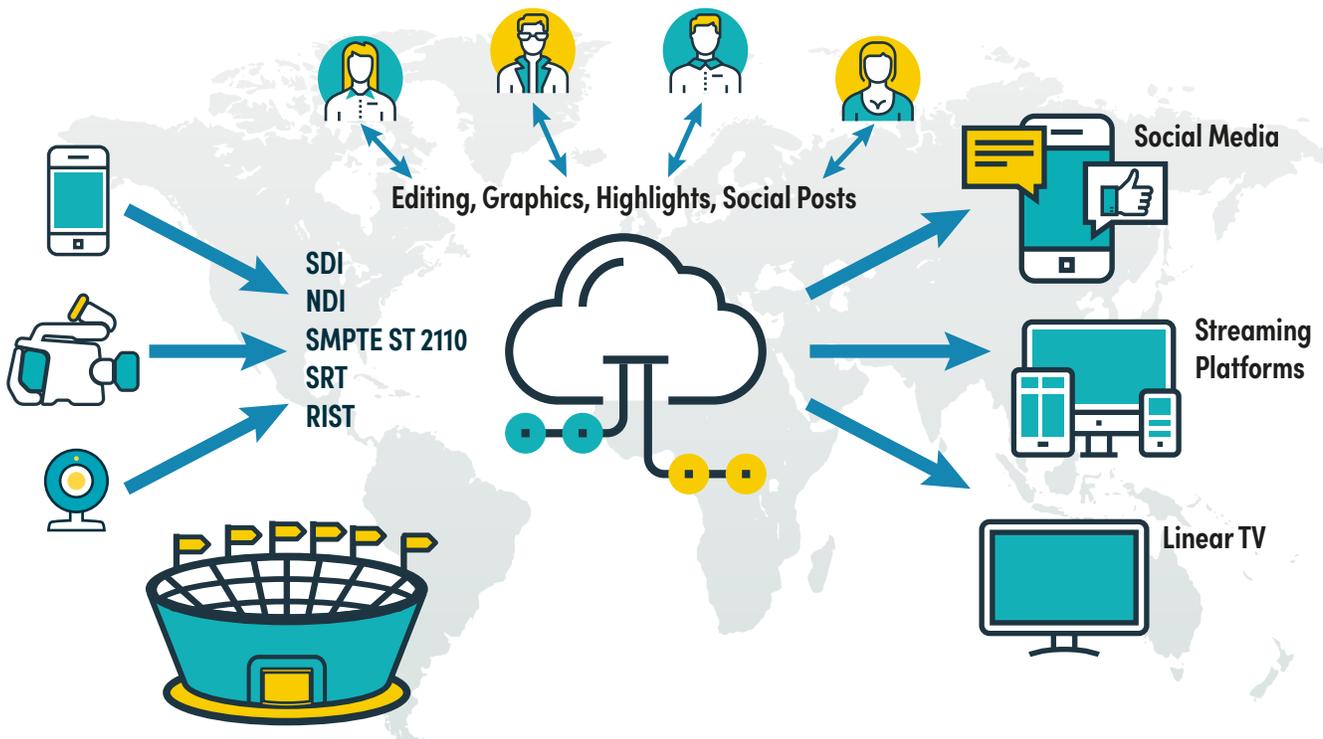
cloud or on-prem storage, complete with proxies and access to the high-res media. As soon as the capture begins, the content is available for editing with the built-in HTML5 editor or a craft editor like Adobe Premiere. Any member of the team, no matter where they are located, can immediately access all the media, and include it in their project.

For example, in a football game, the primary production will be capturing video from the field and studio cameras. Typically, these are SDI or SMPTE ST 2110. Additional cameras may be capturing crowd reactions, or a secondary set of commentators

aimed at a specific demographic — these may be coming in as NDI streams. Other footage may be captured from watch parties or centralized studios elsewhere in the league and they may arrive in RIST or SRT format. Elastic Recorder X is separate from the inputs, so the number and type of inputs used for any production are completely flexible without requiring additional servers or investment. An operator using Live Producer X for live switching and LiveTouch X for replay can easily produce the live show to be broadcast on linear TV. By letting the editors access clips as they are recorded and federating all the

content, any number of additional operators can edit and export highlight reels, social media clips, fan reactions, etc. from their internet-connected PC while the game is still going on.

By allowing multiple remote producers to access centralized content while it is still being captured, Framelight X helps media companies maximize the use of their live content by allowing them to quickly repurpose the content for different audiences and different distribution platforms.



This product may be protected by one or more patents. For further information, please visit: www.grassvalley.com/patents

AN-PUB-3-1030B-EN

GRASS VALLEY, GV, GV AMPP and the Grass Valley Logo are trademarks or registered trademarks of Grass Valley USA, LLC, or its affiliated companies in the United States and other jurisdictions. Grass Valley products listed above are trademarks or registered trademarks of Grass Valley USA, LLC or its affiliated companies, and other parties may also have trademark rights in other terms used herein. Copyright © 2022 Grass Valley Canada. All rights reserved. Specifications subject to change without notice.

www.grassvalley.com Join the Conversation at GrassValleyLive on [Facebook](#), [Twitter](#), [YouTube](#) and Grass Valley on [LinkedIn](#)