



Delivering your video contents in a highly robust and secure environment

The broadcasting space has become extremely competitive with new HD and SD services being launched daily. With the launch of mobile devices (such as smart phones and tablets) in the consumer space, broadcasters are now required to provide services on these new platforms.

The key to success is finding ways to provide more HD and SD playout services without substantially increasing capital and operating costs.

Playout Key Features

- Singtel's Playout and Content Management solutions offer a new eco-system for content delivery. Moving from a traditional model to an IT-based one requires a truly integrated solution. It also provides flexibility and scalability from a single-channel application to a large multi-channel playout facility as and when required.
- The integrated solution allows content providers to increase efficiency and reduce operating costs by simplifying workflows and publishing to both linear and non-linear platforms.
- The system simplifies the process and reduces outage time by quickly detecting such errors and presenting them to the operator in an easy to digest format.
- The monitoring system is able to monitor its own health and during fault, an alarm is sent to the broadcast operations and technical services departments.
- The system can ingest various sport matches for OTT deployment and for repeats with the capability to ingest 48 concurrent Live feeds
- For repeats or normal programming, the playout comes from the Network-attached Storage (NAS) which can hold up to 7000 hours of materials at XDCAM HD @ 50Mbps
- Singtel's Playout incorporate Media Asset Management (MAM) systems to better manage tasks and decisions surrounding the ingestion, annotation, cataloguing, storage, retrieval and distribution of digital assets.

Benefits

Singtel's Playout has the answers to the above by offering quality, competitive pricing, secure storage, offering fully-tapeless in both SD and HD formats and automated broadcasting over satellite, IT and cable.

Time and Cost Savings via Outsourcing

Enjoy resource savings when you outsource your playout and origination requirements to Singtel. As a one-stop shop with end-to-end broadcast offerings, rely on Singtel to commission your services fast and get your content on air in the shortest time possible.

Peace of Mind

Singtel offers you peace of mind with our in-depth experience and a fully-staffed operations center providing 24x7x365 customer service, signal monitoring and engineering support.

Freedom to Focus on Your Business

Gain the freedom to focus on your core business of content creation and leave Singtel to manage the transmission and management of your 3D content

Maximise Operational Budget

Stretch your operational budget by bundling Singtel Playout and Origination services with other Singtel services including satellite distribution for one-stop convenience.

Playout Architecture

