



Globecast demonstrates powerful cutting-edge cloud-based payout at CABSAT 2018

CABSAT, Dubai, ZB2-B40, January 11th 2018 — Globecast, the global solutions provider for media, is for the first time publicly demonstrating the development of its cloud-based payout services at CABSAT 2018.

Globecast will be showing example channels being played out direct from the cloud. The workflow on show uses object storage, which provides the schedules and content from cloud-native storage platforms, a virtualized payout engine (both payout and graphics engines), stream handling for reliable broadcast delivery, compliance recording and origin server/CDN for global web/mobile consumption.

Ian Redgewell, Head of Media Management, said, "The benefits for our customers of using virtualized technology, both on-premise and in the cloud, are already very clear. It allows us to launch services in a matter of minutes. Indeed, we can do this faster than we can get access to the content! With the cloud, in general terms, if we need the systems to do more, then we can simply access more storage and push the technology harder. This is a paradigm shift. We pay for what we use – therefore so does the customer, of course – and then when finished, we can move back to the original payout needs without penalty."

At CABSAT, Globecast will be demonstrating the new possibilities created by cloud payout and the associated virtualization of technologies. Within the company, all technologies used for these new services are virtualized, whether on-premise or in the public cloud. They all run on COTs too. The company is also developing a private cloud, creating the ultimate hybrid technological base to provide payout services that will satisfy the needs of any customer.

As has been widely documented, the move to cloud playout also signals the move from a CAPEX model to OPEX, with Globecast now developing new service structures and associated SLAs to best serve its customers. It is also looking in-depth at the new possibilities that cloud playout provides in regard to disaster recovery and business continuity.

Redgewell continued, ““Over the past year we have been working with vendors to identify the core technologies we require. As part of our careful evaluation, we have been thoroughly testing all aspects and this testing means we are now comfortable to demonstrate the new possibilities presented by this approach. Of course we will continue to test and evolve as the technology develops further.”

For additional information and thoughts, read Ian Redgewell's cloud playout blog [here](#).

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About Globecast

Globecast helps customers to manage content and to deliver it wherever, however and whenever required. The company provides agile and seamless content acquisition, management and distribution services globally, constantly innovating and investing in new technologies to create customer-centric new services. Globecast has created the number one global hybrid fiber and satellite network for video contribution and distribution. It delivers any type of video service including: TV Everywhere OTT, satellite, cable, video-on-demand and CDN delivery using cloud-enabled media solutions. It supplies Content Acquisition, Aggregation and Distribution (CAAD) services to over 110 networks.

Press contacts:

Bazeli Mbo

bazeli.mbo@globecast.com

Tel: +33 1 5595 2604

Joss Armitage

Jump

joss@jumppr.tv

Tel: +44 (0)7979 908 547