

Reduce costs and carbon footprint and produce more engaging content

With NDI®-native live production in the cloud

With ever increasing competition for viewership, decreased reliability of income streams, and disruptive global events there has never been a greater need to create more content and tell better stories to keep audiences engaged. To remain competitive, you need more flexible live production technology that can be accessed from anywhere and scaled to meet changing production needs.

Vizrt Live Production in the cloud is fast, reliable, repeatable, and real – built on award-winning, tried and true products from the established leader in broadcast production software, all connected by NDI® 5. Combining software-based switching with Viz Vectar Plus, trusted studio automation with Viz Mosart, and the best broadcast real-time graphics with Viz Trio and Viz Engine, this solution offers complete cloud-based production for everything from traditional programming to live event streaming, controllable from anywhere.

Combined with flexible access software plans, broadcast and media organizations can quickly adopt a cloud and IP friendly solution without substantial initial costs to get up and running.



61%

COST SAVINGS

in TCO for IT spend when comparing cloud vs. on-premises deployments



More content. Higher quality. Bigger audience

Grow and delight your audience by **creating and monetizing more content at a consistently higher quality**, simultaneously delivering multi-aspect ratio content and streaming outputs, enabling the production of content for traditional channels, online, and social media outlets. By improving production efficiencies, reducing reliance on individual operator skill, and removing geographical limitations, your studios can produce more content, from anywhere, with the same – or fewer – resources.



Rapid ROI and low TCO

Enjoy rapid return on investment without the upfront costs usually associated with new technology investments thanks to the Vizrt Live Production Solution's flexible access model. Produce more content for monetization with the same or fewer resources, increase brand assurance through consistent content quality and tell better stories, with manageable and forecastable costs and a low TCO.



Get more from your existing resources

Vizrt Live Production in the cloud **helps you squeeze maximum value from your studio resources**. With cloud access, your studio production suite can be controlled staff in different timezones so you can share resources and have your best team on all the time across time zones and distributed locations.

Not ready for full cloud production yet? Deploy on-premises or as a hybrid setup and grow into the cloud over time with no need to learn new tools, change workflows, or re-do any creative design work as Vizrt workflows, templates, scenes etc. work the same wherever deployed.



Cloud-first for business continuity and security

Built to run equally well on all leading cloud providers and private clouds, **the Vizrt Live Production Solution can be accessed and operated seamlessly from any remote location**. This gives tremendous freedom and flexibility to work across geographic distances, with remote teams in the most efficient manner possible. The cloud's high-availability and security ensure production can continue even in the face of disruptive global or local events.



NDI[®]-native for low cost and entertaining content

Produce **low cost, engaging, interesting, and diverse content by incorporating billions of video, audio, and metadata sources in your live productions**, with NDI-native connectivity. As the most-used IP standard in the world working across existing IT infrastructures, NDI eliminates the significant, cost-prohibitive infrastructure investments with restrictive overhead requirements that technology shifts often present.



“

*It's like being
in a broadcast
truck, except in
the cloud*

Lewis Smithingham,
Creative Lead,
Media.Monks

Watch the Media.Monks
case study video [here](#)
for more information!

Media.Monks remotely produce 20 sports games in 4K - despite serious COVID restrictions

The customer

Media.Monks – a global digital-first marketing and advertising services company – were tasked by a major US sports league to remotely produce 20 sports games in pristine 4K UHD

The challenge

COVID-restricted to 2 on-site technicians and a mere 4x4ft tabletop encoding setup, traditional on-site production with OB trucks wasn't possible. Media.Monks needed a solution that would enable their global team to remotely produce the games with a slim on-site presence

The solution

- 6 fixed (unmanned) cameras in the stadium
- 2 Media.Monks Technicians on-site monitoring 20+ Haivision SRT encoders
- Viz Vectar Plus deployed in the cloud for remotely controlled 4K switching

The result

20 games remotely produced in 4K UHD with zero issues, with real-time global collaboration from Media.Monks' production staff from the UK, US, and Brazil.

Following the success of this project, Media.Monks now have almost all of their production staff using the Vizrt Live Production Solution for their client projects, helping Media.Monks to enjoy their most productive year ever – despite the COVID-19 pandemic!



WHY CHOOSE
CLOUD?

Why broadcasters are switching to cloud-based live productions

Better quality content, reduced climate impact, decreased time-to-market – there are many reasons regional and national broadcasters are exploring the benefits of cloud-based live production.



Wow your audience with better content

Cloud-based live production tools make it easier to use your best team - not the most local team - for each production, **while NDI-native connectivity ensures you can add millions of audio and video sources to make your content more interesting and engaging** so you can wow your audiences.

Cloud-based live productions produce over

90%
less CO₂

than traditional broadcasts



Reduce your climate impact

Live production in the cloud helps carbon-conscious broadcasters combat their environmental impact by **reducing carbon footprint by over 90%** compared to traditional broadcast channels*.

**As reported by David Travis, Group Director of Content, Broadcast & Platforms at Sky during the AWS M&E Symposium 2021. Sky News' cloud-based productions produce 10kgs of carbon vs. 119kgs for traditional broadcasts*

61%
TCO SAVINGS

Improved IT spending, resilience, TCO, and staff productivity

The cloud provides significant TCO savings for IT spend, with **Discovery, Inc. reporting 61% TCO savings** when switching to the cloud. Additionally, the cloud's inherent increased IT resilience can **reduce tactical IT tasks by 50%**, freeing IT staff to work on more productive and innovative projects.



“We love the Cloud because we can test new things, fail fast, learn from it, and go again until you get it right”

David Travis, Sky UK, speaking at the AWS M&E Symposium (2021)

Decreasing time-to-market

Cloud-based live production environments can be spun up in minutes, compared to the weeks or months it can take for a traditional setup. To evidence this, Kevin McCue, Director of Group Production Platforms at Sky explained during the AWS EMEA M&E Symposium 2021 how they reduced their time-to-market from 6 months for traditional channel deployment to just 3-4 weeks for the COP26 cloud-based programming, using Vizrt Live Production Solution Ultimate (for remote switching, studio automation, and graphics).

With cloud-based live productions, creating new channels for core or peripheral on-demand programming becomes so much simpler, allowing your teams to focus on keeping your audiences informed and engaged.

Test. Fail quickly and cheaply. Test again. Repeat

In traditional broadcast technology stacks, you only really get one shot to get it right, and any form of failure is a serious problem. With software-based production tools and the flexibility and scalability benefits of cloud computing you can test new things. If all fails, it fails quickly and cheaply. It isn't the end all be all, simply change it up, and test it again. Cloud as a platform enables broadcasters to easily see what works and what doesn't until it meets their exact needs.

Deploy where and when you need for complete production flexibility

The Vizrt Live Production Solution gives you complete production flexibility so you can quickly and easily adapt and react to changing production needs.

Deployable on your existing on-premises technology stack, public or private clouds, or as a hybrid deployment, the Vizrt Live Production Solution can make the most of your existing IT investments and help you step into the world of cloud productions at a pace that suits you.

Deployable on all major cloud providers





About Vizrt

Vizrt® is the world's leading provider of innovative visual storytelling tools for media content creators in broadcast, enterprise, or new media – unlocking the power of a story for all.

Vizrt offers market-defining software-based solutions for real-time 3D graphics, video playout, studio automation, sports analysis, media asset management, and journalist story tools.

More than three billion people watch stories told by Vizrt customers everyday including from media companies such as CNN, CBS, NBC, Fox, BBC, BSkyB, Sky Sports, Al Jazeera, NDR, ZDF, Network 18, Tencent, and many more.

