



# Broadcasters: Unleash growth and agility with cloud-enabled operations

A Mindtree Media Industry Group Point of View



**Mindtree**

A Larsen & Toubro Group Company



## Changing Landscape of Broadcast Industry

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The broadcast industry is going through an aggressive pace of change across technology, business models, and consumer demand. With digital disruption and consumer device proliferation, over-the-top (OTT) providers like Netflix and Amazon Prime Video are gaining consumer share. As per Comscore<sup>1</sup>, an average US household viewed 86 hours of OTT content in March 2019 compared to 54 hours in April 2018. Demand for high resolution IP based video traffic is also increasing. Cisco<sup>2</sup> estimates that ultra-high-definition (UHD) share of IP video traffic will be 22.3% in 2022, up from just 3.3% in 2017.

To remain competitive, broadcasters need to serve high quality content in high-definition/4K formats directly to millions of consumers across multiple TV platforms and mobile devices. Today, broadcasters need to be nimble: they need to introduce new advertisement and subscription-led OTT services as well as launch new channels and value added services, which cover different content genres in multiple languages on a continuous basis.

## Broadcasters are grappling with traditional infrastructure

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The current broadcast infrastructure lacks in agility and scalability. Broadcast workflows for live and video-on-demand (VoD) content are fragmented, operationally inefficient, more expensive to operate, lack automation, and are unable to cope with the exponential surge in content. With the current serial digital interface (SDI) based infrastructure, broadcasters are unable to launch new channels, serve high-resolution videos, or provide value added services in a faster and scalable manner. Moreover, financial viability of broadcasters is at stake with investments on dead hardware assets and skillsets.

## Rethinking broadcast operations in cloud

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Moving broadcast operations to the cloud brings scalability, agility, and flexibility without an upfront capital investment. Cloud-based workflows allow broadcasters to quickly expand into new markets, introduce new channels/services, and enable seamless content delivery to multiple platforms and devices in an operationally efficient manner.

Cloud provides broadcasters with options to scale up/down deployments in a flexible manner. Moreover, the cloud ecosystem, which includes partners, toolsets, and skilled resources, is improving with time. Many broadcasters are looking at multi-cloud strategies to gain maximum advantage in terms of price and quality of service.

## Mindtree's broadcast operations on cloud offering

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Mindtree can build and manage the entire broadcast operations on cloud through work-order based workflow orchestration, enabled by its media & enterprise IT expertise and industry-leading broadcast partnerships. Mindtree can help broadcasters logged in the traditional SDI-based operations shift to the cloud and embrace its benefits.

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<sup>1</sup> Comscore webinar 'State of OTT – an in-depth look at today's over-the-top content consumption and device usage', June 2019. To know more, [click here](#)

<sup>2</sup> Cisco VNI Forecast Highlights Tool, 2022 Forecast Highlights. To know more, [click here](#)

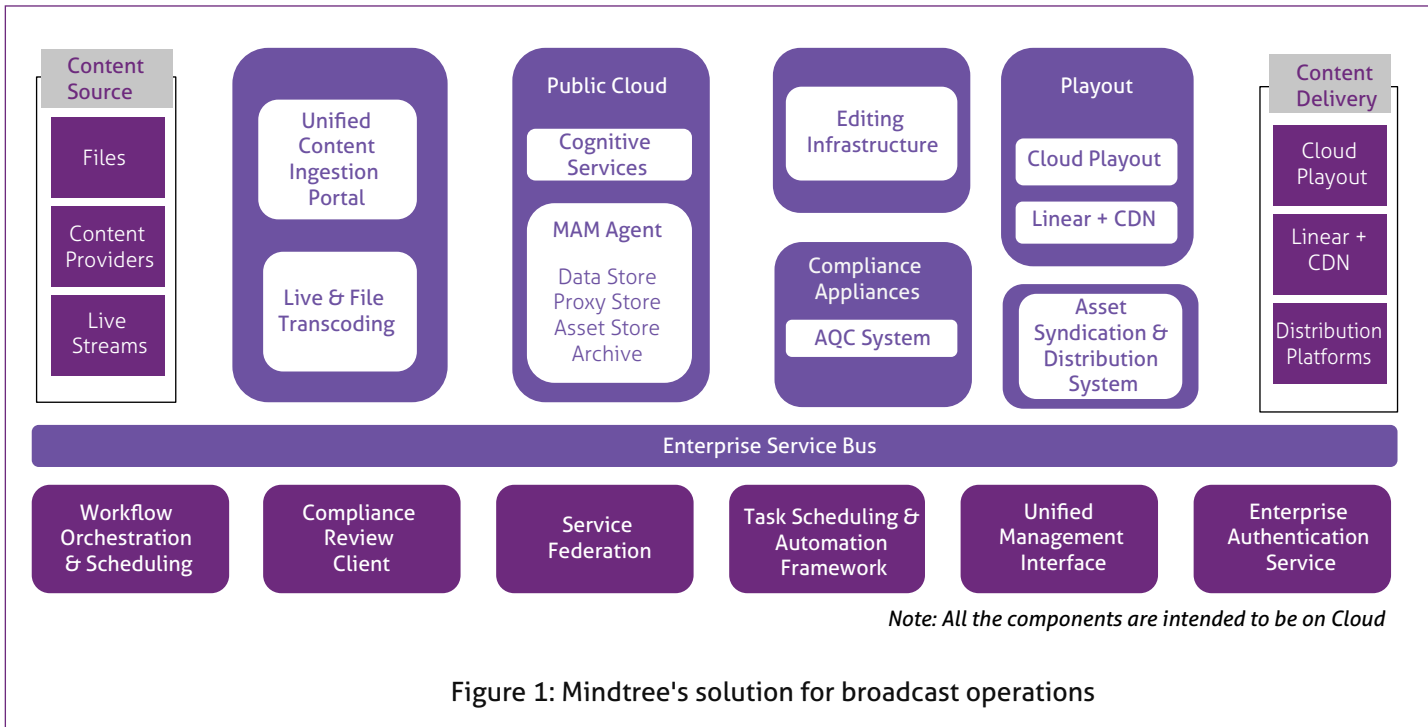


Figure 1: Mindtree's solution for broadcast operations

Mindtree's solution for broadcast operations on cloud are tailored around the following tenets:

- **Consolidated framework and design** - for the entire enterprise and broadcast operations
- **Data driven workflows** - data exchange and workflow integration over an enterprise service bus model
- **Real time resource optimization** - through built in monitoring for resource usage and capacity planning
- **Cost visibility and governance** - visibility to cloud consumption cost and governance for the entire operations
- **Micro services based approach** - reduced development and testing time and higher flexibility to architect cloud native services

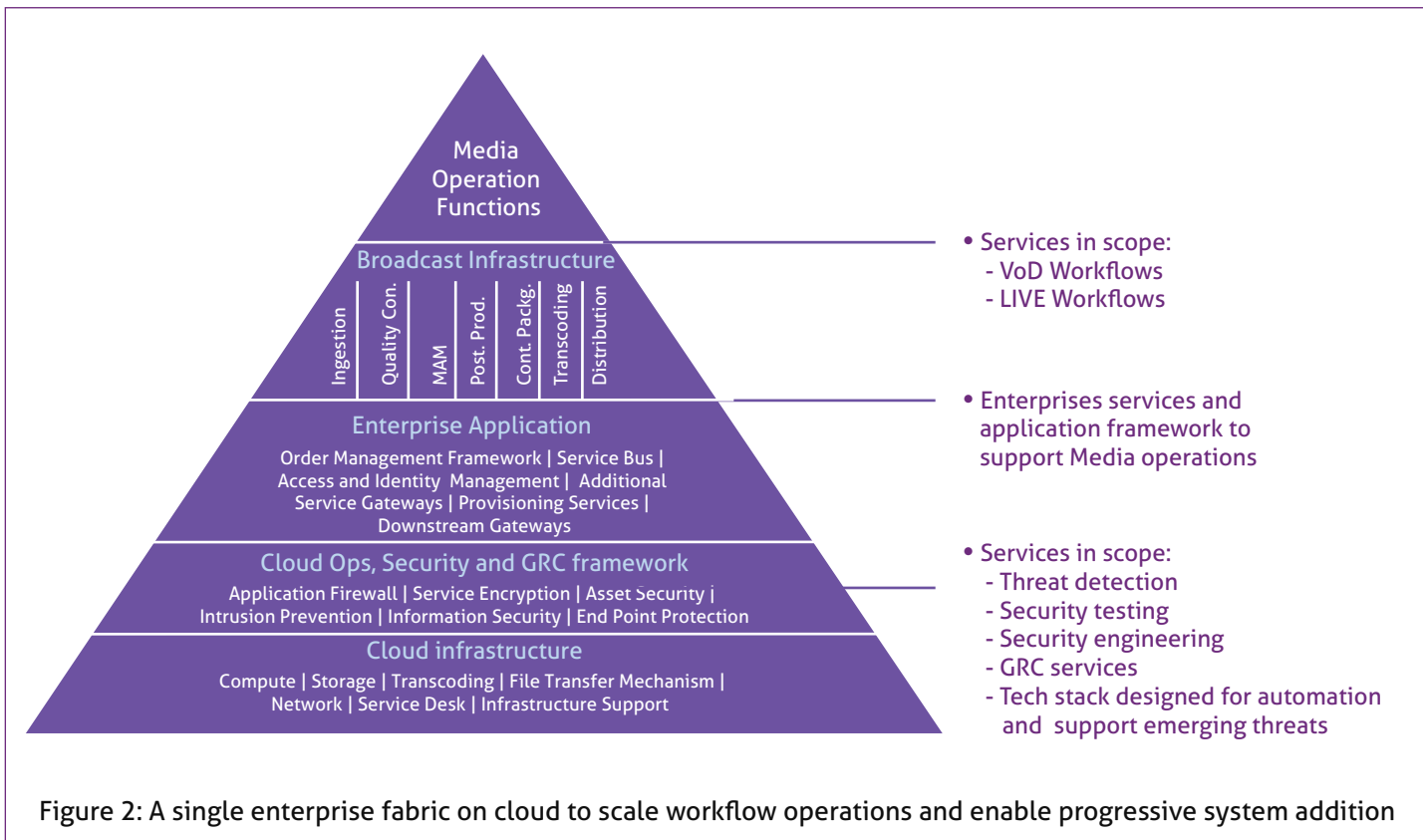


Figure 2: A single enterprise fabric on cloud to scale workflow operations and enable progressive system addition



## The Mindtree advantage

Mindtree, through its 1500+ cloud experts, platforms and industry partnerships, helps broadcasters with accelerated and efficient cloud onboarding. One of the offerings is a 7 stage cloud migration, management, and transformation framework.

Mindtree has multiple proprietary platforms for enabling broadcasters in their cloud journey. For instance, ATLAS for metrics driven engagement transition, ComPass for cloud migration, Intelyzer for intelligent and automated cloud operations, MVC for accelerating development and deployment of cloud applications, CloudHealth for cloud cost management, CAPE for IT lifecycle and DevSecOps automation, and MWatch for infrastructure management and operations.

## Mindtree has delivered great outcomes for its clients

- Monitoring and support of online media streaming to multiple devices like desktops and mobile platforms on Azure for 2014 Sochi Olympics across 21 countries for a peak of 1M concurrent users
- Migrated 700+ digital properties to cloud, bringing 30% cost savings for investments in new areas for a leading US-based food manufacturer
- Cloud strategy and migration for applications impacting admissions, learning outcomes, and alumni relations which resulted in 30% cost savings for a US-based Ivy League business school

## Mindtree's industry recognition

- ISG Provider Lens (2019) – rising star in global cloud transformation/operation services
- ISG Provider Lens (2019) – leader in legacy transformation and cloud first transformation
- Zinnov Zones (2019) – leader across digital services including legacy modernization

## The Mindtree Media Industry Group

Established in 2006, Mindtree's Media Industry Group has 1000+ employees more commonly known as Mindtree Minds. Within Media, Mindtree works with broadcasters, cable networks, publishers, advertisers, business information services, new media and gaming companies. Mindtree has executed 100+ projects for over 50 clients across North America, Europe, Middle-East and Asia Pacific regions. Mindtree is serving 6 of the top 10 media & publishing companies with more than 50% of its revenue coming from digital services. Mindtree is positioned in Leadership Zone for Publishing, Broadcasting and Education in Zinnov Zones 2017 report.



### About Mindtree

Mindtree [NSE: MINDTREE] is a global technology consulting and services company, helping enterprises marry scale with agility to achieve competitive advantage. "Born digital," in 1999 and now a Larsen & Toubro Group Company, Mindtree applies its deep domain knowledge to 350+ enterprise client engagements to break down silos, make sense of digital complexity and bring new initiatives to market faster. We enable IT to move at the speed of business, leveraging emerging technologies and the efficiencies of Continuous Delivery to spur business innovation. Operating in more than 15 countries across the world, we're consistently regarded as one of the best places to work, embodied every day by our winning culture made up of 21,000 entrepreneurial, collaborative and dedicated "Mindtree Minds."