MediaKind

Aquila Broadcast

All IP Broadcasting
always delivering efficient,
quality media experiences

MK | **AQUILA**
Consumer Delivery

Aquila Broadcast from MediaKind offers a
broadcasting solution to minimise costs, maintain
quality up to UHD HDR services whilst enabling
broadcasters to transform their workflow to an
all-IP architecture.

MediaKind's solution for Consumer Delivery use cases and applications tailors content into many forms and for a variety of uses, that include both Linear and On-Demand. In addition, the highly efficient, broadcast-grade service enables innovative consumer experiences with flexible deployment and operating choices.

The cutting-edge Consumer Delivery solutions embody creative thinking for today's challenging world of media delivery. Video is no longer stagnant nor immobile and no longer comes in limited flavors. Today's world of video requires bold solutions capable of ingesting any type of video feed and format, dynamically storing video when and where appropriate, doing so on a heterogeneous mix of physical storage hardware, and streaming live and stored video On-Demand to a wide variety of device types, each with their own technical requirements.

Market challenges

Based on multiple research reports, the total number of TV viewing hours is declining, however, it still forms the majority of hours consumed by viewers and subscribers. Ultimately this points to the fact that broadcast content is still incredibly important and significant in the world of media entertainment delivery.

Even so, in recent times Broadcasters and operators have come under increasing pressure to make their content available via both traditional broadcast channels (i.e. satellite and terrestrial transmission), as well as via streaming services. This has lead to increased costs to the broadcasters, but has not necessarily kept step in terms of advertising or subscription revenues.

Therefore investigating ways to enable cost efficiencies become evermore crucial to organisations delivering these broadcast services.

Meeting the challenges

MediaKind's Aquila Broadcast solution addresses these aforementioned challenges in a number of technologically innovative ways.

The market leading video compression performance offered by Aquila Broadcast across all codecs (HEVC, MPEG-4 AVC, MPEG-2) enables a broadcaster to provide the the same video quality with less bandwidth. This can equate to substantial savings.

Additionally, Aquila Broadcast supports the latest IP standards such as SMPTE ST 2110, therefore allowing a true migration path to all-IP workflows, which ultimately means a broadcaster or operator can leverage the agility and flexibility of either private or public cloud deployment models.
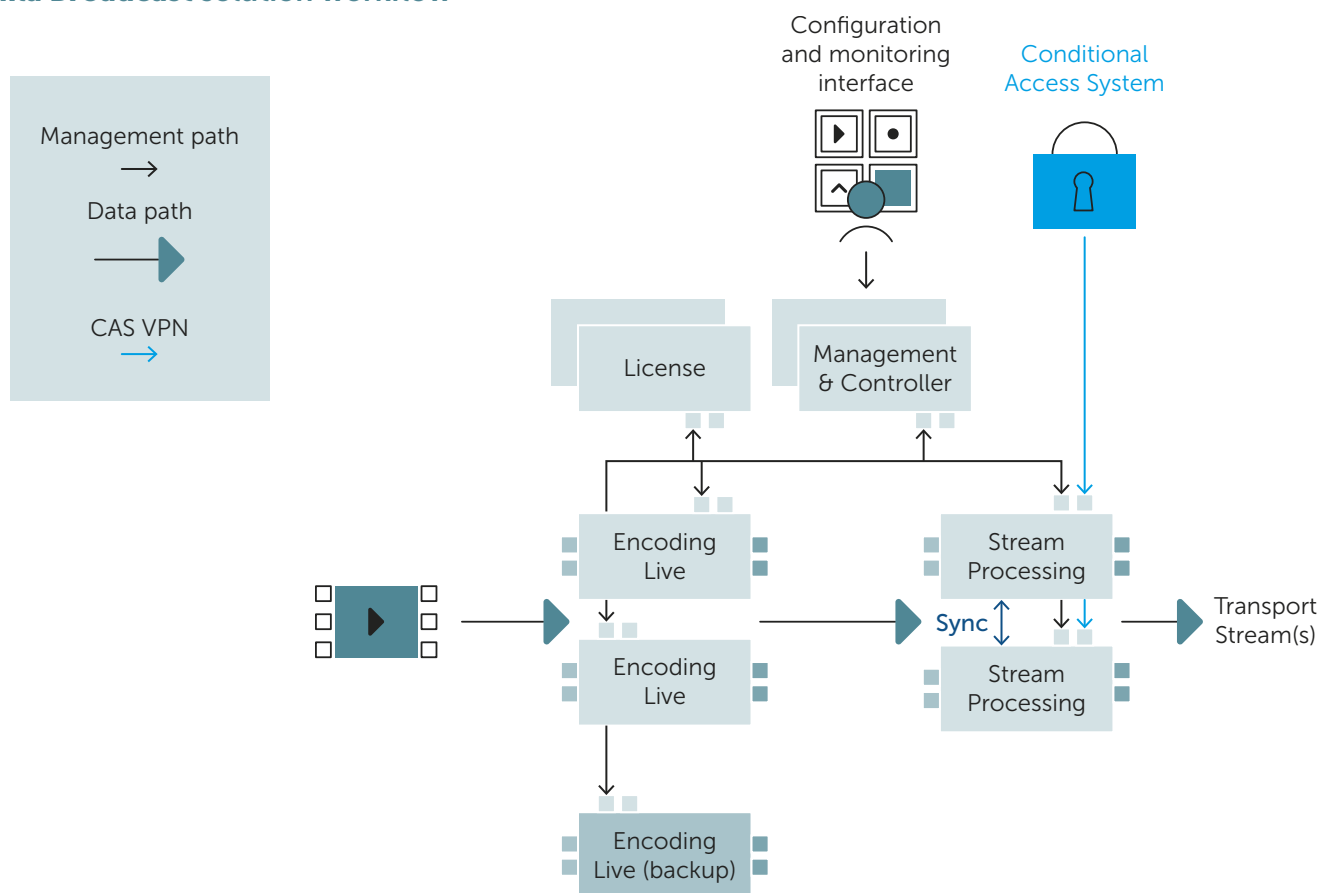
Finally, the Aquila Broadcast solution may be combined with the power and flexibility of the Aquila Streaming solution offering an end to end, cost efficient and highly flexible converged broadcast and OTT streaming solution delivering on the promise of true everywhere and anywhere TV.

Aquila Broadcast solution values

- **Class leading picture quality**
  The solution offers 10% year-on-year gain in video quality giving subscribers and viewers a more immersive experience annually.

- **Flexible deployment**
  Deployable as an appliance or software only, either on-premises or in the cloud ensuring any system implementation fits with all current architectures.

- **Supporting an all IP workflow**
  Supports the latest IP standards, including SMPTE 2022 and SMPTE ST 2110 enabling a simplified and more cost efficient solution implementation.

- **Converged broadcast & OTT solution**
  When combined with the Aquila Streaming solution, Aquila Broadcast provides a cost efficient broadcast and streaming platform.

Aquila Broadcast solution workflow

Key solution components

MK Encoding Live

MediaKind Encoding Live is the result of 25 years of video compression experience to deliver the highest quality, any screen software applications for live video encoding and transcoding. Media-Kind's continued investment and focus on the latest compression technologies ensures that the Encoding Live capabilities will efficiently deliver the best picture quality over bandwidth in all encoding environments and networks.

MK Stream Processing

MediaKind Stream Processing is a powerful, software based transport stream processing application. It incorporates decades of experience MediaKind has in transport stream processing, SI/PSI generation & manipulation, and content protection. It also supports a wide range of transport stream processing functionality, including the latest IP and content protection/scrambling standards ensuring workflow compatibility and security of revenues from highly valuable content.

Being software based it can be deployed as an appliance, or software only, including in public cloud instances.

Value to the consumer

- Experience more through the efficiency of being able to deliver a more varied lineup of services

- Immersive, high quality video for the big screen. Crucial for the big game experience!

- Minimized off air downtime means that important live events are not missed

Deployment models

Purpose built

- Appliance based solutions available

- Simple to deploy

- CAPEX pricing models with perpetual licenses that last the lifetime of the chassis

- Control over both MediaKind and third party equipment in a single flexible control system.

Cloud native

- Software suite designed for the Cloud and sharing common Analytics, Orchestration and Management

- Software subscription with access to all releases

- Suitable for both on premises or cloud deployment

- Leverages the agility and rapid go to market benefits that cloud architectures enable

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