

# Delivering to FAST Channels

Reach new audiences and accelerate your time to revenue

## Application capabilities:

The explosive rise of FAST (Free Ad-Supported Television) channels presents media companies with new opportunities to monetize their content, but also poses challenges in terms of how to meet the demand for FAST channel content. FAST channels provide a means to package content in new ways, sell new ads, and reach new audiences. Many media companies have extensive archives of content, and the opportunity to remonetize that content in niche-oriented channels creates a new potential revenue source.

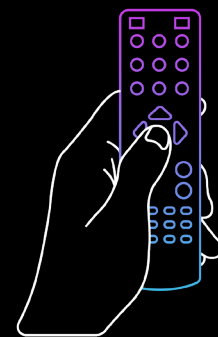
Consumers too see topical or thematic FAST channels as a welcome respite from subscription overload and search fatigue, as they can have a more “lean-back” experience while still watching content that appeals to them. Cost-conscious viewers who may be looking for free ad-supported alternatives to traditional television represent new audiences that media companies can reach with FAST channels.

The streaming market is highly competitive and fragmented, with numerous platforms competing for viewer attention. Media companies must contend with established players and emerging platforms, making it essential to offer compelling content and unique value propositions to attract and retain viewers. Not every FAST channel will be successful, while some will grow viewership exponentially. For media companies to succeed with FAST services, they need highly scalable and adaptable technical infrastructure without large up-front investment.

The SDVI solution for delivering content to FAST platforms provides a highly scalable cloud-based supply chain for pulling content from the archive, inspecting and processing content as needed, and delivering distribution packages to the FAST channel playout server. This highly-automated approach enables media companies to process vast amounts of content for new FAST services without any upfront capital investments. New FAST channels can be stood up quickly, scaled as viewership grows or torn down if the concept is not meeting expectations.

## Benefits:

- 1. Remonetize archive content across new FAST channels**
- 2. Improve efficiency by automating content flows from archive to playout**
- 3. Speed up fulfilment operations to multiple FAST platforms**
- 4. Gain a competitive advantage by diversifying content distribution strategies**





## Solution Description:

The FAST channel solution includes components from best-of-breed application vendors managed and orchestrated by the SDVI Rally platform. The solution starts when the SDVI Rally media supply chain platform accesses programs stored in a content archive, linked via metadata to scheduling information provided by the Amagi FAST channel playout system. Rally will then start the supply chain with a QC check of the file by activating Venera Technologies Quasar, spinning up the required cloud resources to perform the QC job. Once the file has been validated, Rally will use metadata from the QC check to decide how to proceed with the supply chain. If the file needs transformation work such as deinterlacing, upscaling, HDR conversion, or any other image or audio optimization, Rally will activate the appropriate job with Cinnafilm PixelStrings, again spinning up the required cloud resources to perform the transform work.

In some cases, content that was originally created with no ad breaks will need markers inserted at appropriate points. Rally can initiate an AWS Rekognition job to detect all the scene changes, collect time-based metadata for those events, and then create a workorder for an operator to review and select the appropriate points for ad insertion using Adobe Premiere Pro or Accurate.Video Edit. Once the file has completed all of the necessary steps, Rally delivers that the file and any associated metadata to a location accessible to the Amagi system in the cloud. Amagi will fetch the files as needed in the FAST channel playlist, and playout the content, while inserting ads in each ad break.

### About Rally:

SDVI Rally is a cloud-native media supply chain platform that automates and orchestrates the deployment of all applications and infrastructure to create a dynamic, responsive media supply chain. Delivering unmatched levels of agility, efficiency, elasticity and data-driven insights, Rally gives media companies a competitive advantage to pursue new opportunities faster and more intelligently.

### About Cinnafilm:

Cinnafilm provides multi-award-winning video and audio processing solutions. The PixelStrings platform gives access to Cinnafilm's world class motion-compensated deinterlacing and frame-rate conversion, noise and grain management, upscaling, run-length adjustment, and pristine playback optimization. Trusted by many of the world's premiere studios, streamers, networks, and their collective creative service suppliers, Cinnafilm's media conversion and transformation tools are essential business differentiators in the demanding field of hyper-quality media delivery.

### About Venera Tech:

Venera Technologies provides cutting-edge file-based QC solutions to the digital media industry, tailored to the evolving requirements of its customer and the industry. Venera's mission is to improve the operational efficiency of professional content workflows by helping automate the time-consuming, tedious content QC operations. Venera offers the most advanced Cloud Native QC services, designed for scale and content security.

For further information, visit [www.sdvi.com](http://www.sdvi.com), or email us at [info@sdvi.com](mailto:info@sdvi.com)