

Discussion Topic:

Transcode and AI: How to modernize internet broadcast workflow

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Opportunity :

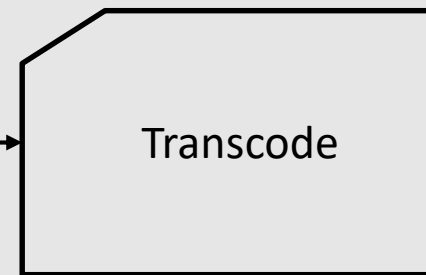
- As broadcasters look for next steps to broadcast exclusively from the internet, a common question... How do we combine these two?
- If you could start all over..
- Where do you put all the equipment?
- What stays? What “goes to the cloud”
- What trends in technology we can better access?



A look at today's transcode setup in a typical newsroom(Simplified) :

- Current practices involve ingested content via centralized editing platforms ie, Edius, Premiere, Avid, Bitcentral etc..
 - Content is uploaded and downloaded via “watch folders” meant to “flip” the content to air.
- Today, this process is typically practiced locally or-Shared (hopefully secure) networks . The Transcode folder icon on a users screen or device could be at our desktop but located miles away.

Typical Edit Station



Playout to air (broadcast)

File Based Storage/Playout
to internet.

Switching gears....

A few points on Artificial Intelligence and Editing:

- A/I capabilities either embedded into existing broadcast products are now in the first stages being offered as a standalone solution such as TVU Networks “Media Mind”.
- This particular product, after “learning” the stations news archive, can provide advanced searching and editing functions.
- The same kind of technology in various flavors is employed at AWS, Google, Facebook, Apple and whole other host of ISP and Media Aggregators but has barely impacted Local Station Broadcast workflow.

This presents several new exciting possibilities. LETS GO BACK



What If.....

- You had an opportunity to relocate your watchfolder over to a location that also provided a direct connection to emerging A/I resources and products?

What would this do for your organization?

1. You would dramatically reduce your physical footprint at the station for file flipping.
2. Web and broadcast station content would originate from the same location (Co located servers).
3. You would allow for A/I to begin dramatically impacting prep times for news and archival material, drone footage or even breaking news.
4. You would dramatically reduce your licensing costs for file transcoding.



What would be needed?

- Content.
- An A/I product to demo
- A website

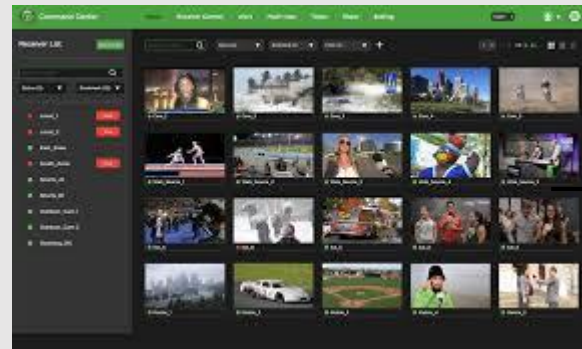


WEBSITE



Playout for both Internet AND Terrestrial Broadcast Capabilities!!!

- The Goal:
 - Originate new edit workflow on the web
 - Provides hybrid playback workflow as well!
 - ATSC 3.0 4g5g HEVC
 - Increases importance on Digital strategy
 - Reduces transcode costs
 - Provides opportunity to quickly access A/I products available thru your provider or forum.





THANK YOU!!!!

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