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# New Cloud Solutions Abound at NAB Show

A large array of new solutions focusing on remote production, security and storage

By Karl Paulsen

**LAS VEGAS**—Even before COVID-19 forced so many changes, cloud adoption was rapidly expanding especially across media and entertainment and the broadcast industries. Many new workflows and products came forth while addressing the “COVID-impact.” So three years after the last show, you can expect NAB Show exhibitors to display a number of cloud-enabled products from playout, storage, and processing to the enablement of numerous “remote” production models centered around cloud and its capabilities.

Cloud planning, solutions and practices accelerated because our industry had to change the ways they create, produce, manage, publicize and monetize their workflows. Product and service providers will show new cloud capabilities for both their legacy systems and as new introductions.

Attendees can expect examples of what came from these myriad changes—those which occurred as a result of the pandemic and from natural technological growth. Flexibility and choices for cloud services are unparalleled, as are the expectations and resulting outcomes of a paradigm shift from CapEx to OpEx business practices.

## BROADCASTING FROM THE CLOUD

NAB attendees who are “shopping the cloud” for linear broadcast solutions or streaming services will see both recurring and new offerings, with playout methodologies firmly rooted and ready to roll.

“Cloud broadcasters” are a growing breed who ingest, move, process and distribute content solely within the cloud. While some are only experimenting, others have uprooted their capital expenditure practices in support of cloud services in new dimensions.

Exclusive cloud broadcasting tames certain previously “tricky problems to solve,” irrespective of offerings from some traditional broadcast vendors. Yet the business benefits and the technological advances seen in the past decade are changing the land-



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scape forever.

Complications from the varying number of steps required to produce and deliver content are now stabilized in cloud offerings; both content and resources now integrate into live shows, studio productions, news, sports, and advertising.

Streaming and video-on-demand have seen a growing adoption rate, especially in older age groups. Look for practical products that have raised advertising responses especially in subscription-based video on demand (SVOD). Advertising-based (AVOD) and transactional-based (TVOD) on-demand services are leveraging cloud-based distribution alongside the new premium (PVOD) services that can be rapidly spun up and augmented on the fly.

New ventures in pure, cloud-only services (aka “pure-play”) are taking the stage, changing the focus on VOD or unscheduled (live) streaming models of a decade ago back towards linear television—which some deemed as dead or dying. Look for many new faces in this competitive marketplace with those “technology-based cloud services” offered at NAB Show.

## 'PAY AS YOU GO' ADOPTION

Multi-tenant, linear channel management,

which uses a true SaaS, microservices-based, cloud model for playout has entered the scene. Pioneering efforts to produce a software-as-a-service linear television management platform may be just the ticket for some media-content service providers or content owners. Cloud vendors are reducing the complexities of linear channel management, using services specifically designed to ease the tensions of producing, processing, or delivering linear channels.

“Pay-as-you-go,” as a self-service offering—which wraps select requirements into a user-configurable package—are growing in popularity and demand. Smaller organizations who want to “test the track” can explore opportunities that work without the hardware commitment, or the ground-based solutions typically employed in traditional playout mechanisms.

The process of assembling virtualized services into automated platforms is becoming well-oiled and tuned to run on-premises, a model well understood by those who manage or use datacenter-like facilities. Securely and easily migrating those workloads across a multicloud environment allows users to architect a system you can stand up once and run most anywhere. Such adoptions require support for containers, microservices,