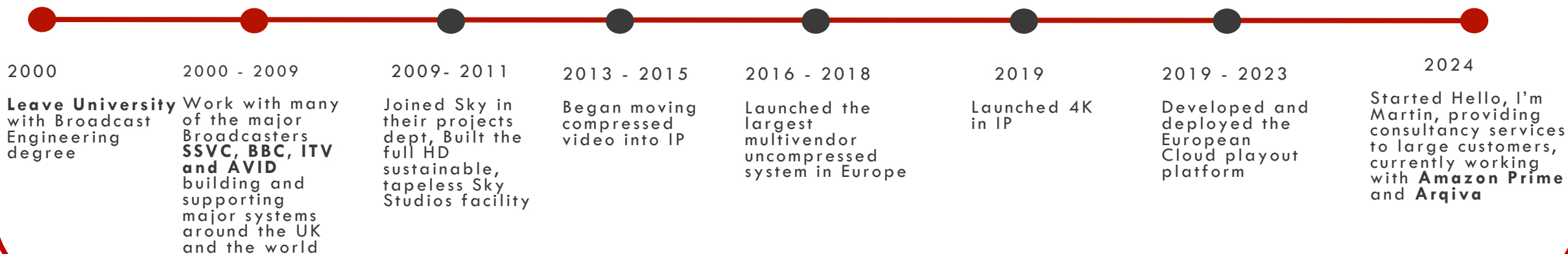# TAG PARTNERS EVENT
EVOLVING BUSINESS MODELS IN THE FACE OF LEGACY

with Martin Richards

AGENDA

- Intro
- IP Transition
  - Technology choices
  - How Partners can help
- Cloud Adoption
  - Technology choices
  - Infrastructure and software
- The Team
- Appetite for risk and Cost
- Summary

HELLO, I'M MARTIN

2000

Leave University with Broadcast Engineering degree

2000 - 2009

Work with many of the major Broadcasters **SSVC, BBC, ITV and AVID** building and supporting major systems around the UK and the world

2009- 2011

Joined Sky in their projects dept, Built the full HD sustainable, tapeless Sky Studios facility

2013 - 2015

Began moving compressed video into IP

2016 - 2018

Launched the largest multivendor uncompressed system in Europe

2019

Launched 4K in IP

2019 - 2023

Developed and deployed the European Cloud playout platform

2024

Started Hello, I'm Martin, providing consultancy services to large customers, currently working with **Amazon Prime** and **Arqiva**

HELLO, I'M MARTIN

SDI	IP	CLOUD

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THEMES

What do all of these transitions from SDI to IP to Cloud have in common.

Not all of them are cheaper than the one before **but they offer…..**

- Flexibility

- Scalability

- Frame rate, standard and resolution agnostic

- We'll also talk about how the role of a partner, supplier or integrator has changed along the journey

IP TRANSFORMATION

INTRODUCTION OF IP

BUSINESS OBJECTIVES

Born out of the need to expand systems which were already full

- Multiple Sports and News customers with rapidity changing requirements

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TECHNOLOGY OBJECTIVES

Push the boundaries of what was possible.

- Modularise as much as possible

- Ensure scalability – No fixed size

- Open standards

TECHNOLOGY CHOICES

COMPRESSED IP

- Core switching choice a lot easier

- No SDN so support model a lot closer to how it always was

- Still Hardware/appliance based

- First introduction to TAG

- More of an evolution than a big change

TECHNOLOGY CHOICES

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UNCOMPRESSED IP

- Core switching choice now becomes hard with the large bandwidths involved

- SDN now required so support model starts to blend with your IT team

- Still Hardware/appliance based

- Started to look for a more COTS solution

- More of a step change for the teams

MANUFACTURER CHOICE

WE LOOKED AT A LOT SMALLER MANUFACTURERS

- Based on our initial experience with TAG

- They must be cohesive and work together, interop became a bigger issue

- Best of breed was important as always

HOW DID PARTNERS ADD MORE VALUE IN AN IP TRANSITION

As a large business with a legacy to keep running when new technology comes in you can't move quick enough to up and reskill

- Advice and thought leadership on what is required

- In-depth knowledge of the IP stack

- Lab environments ready to use

- Our start to move to software, licensing became harder

CLOUD ADOPTION

ORIGINATION

BUSINESS OBJECTIVES

Replace several end of life on prem playout systems across Europe with one platform

- Consistent development across European teams

- Consolidation of support

- Simplify operations

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BUSINESS OBJECTIVES

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TECHNOLOGY OBJECTIVES

Push the boundaries of what was possible.

- Disaster recovery built in as standard

- No more heavy lifting on upgrades

- Scalable

REIMAGINE HOW YOU WORK

Don't just rebuild what you had on prem in the cloud

THE TECHNOLOGY

INFRASTRUCTURE

THINGS TO THINK ABOUT

- Exploit as much cloud SaaS as you can

- Build to automate IaC

- Build for spikes in demand

- Understand how much resource you will need at that spike as the cloud isn't infinite

SOFTWARE

THINGS TO THINK ABOUT

- All your software products to be API first

- Ideally CPU only to keep you flexible

- Build with security, data and observability at its core.

- Flexible Licensing models

- Build vs Buy
  - Core products buy
  - Integration with backends build

LINEAR SERVICES ARE DIFFERENT

Things to think about

- Linear feeds are still very on-prem centric

- Cloud to Ground and vice versa introduces more delay and expense

- JPEG XS – Expensive on bandwidth and instance size, still not universally accepted, but low latency
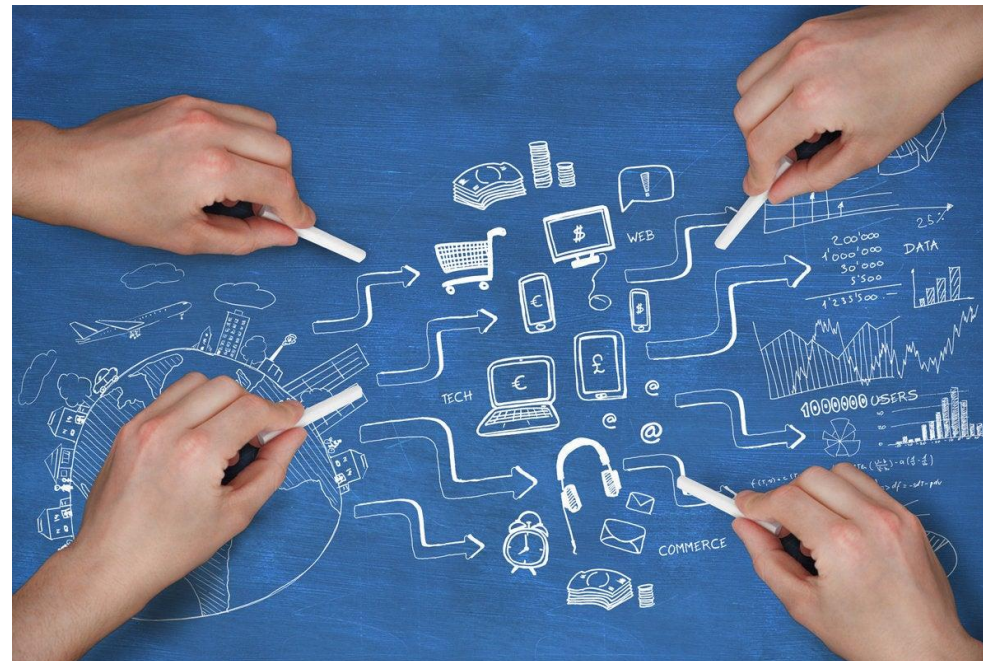
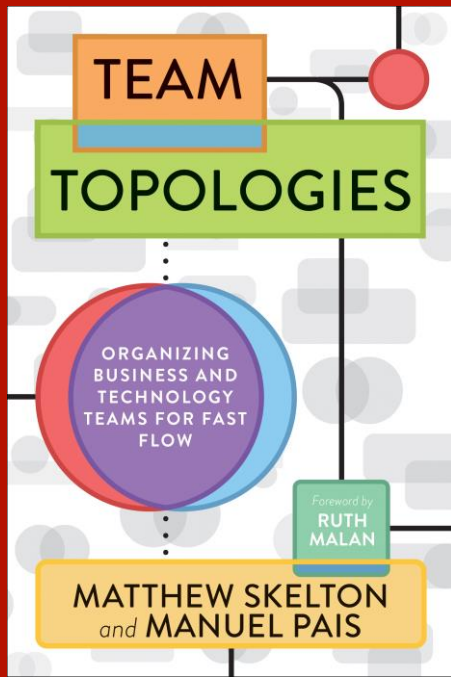- Low latency Monitoring feeds are a must

THE TEAM

ENGAGEMENT OF YOUR CURRENT TEAM

Not just moving to cloud, you will be moving your whole department to software

- Don't lose your broadcast knowledge

- You need a mix of skillsets

- Feedback loops

- Become product focused with roadmaps

THE NEW TEAM

- Devops with a pinch of salt

- Jira and iterative development

- Read 'team topologies'

- Use a mix of Enabling teams and traditional training

- Mix it up your existing teams

APPETITE FOR RISK AND FINANCE

APPETITE FOR RISK

YOU CAN HAVE IT CHEAP

- Think about regions vs availability zones

- Hybrid workflow to reduce cloud costs and change your redundancy model

- Built in DR

BUT YOU WANT IT RELIABLE

- You can change as you go along, maybe one size doesn't fit all your services

- FAST required a slightly different redundancy model to a sports channel

- Make sure all of your stakeholders and leadership understand the decisions you are making.

FINANCE

- Use all of the cost savings you can from your cloud supplier

- Don't forget to factor in your non-prod and dev environment costs

- Be across it, understand what everything is

- Tagging policy from the beginning and make it consistent

- Show everyone in the team what it costs, don't keep it to senior leadership

SUMMARY & TAKEAWAYS

CLOUD IS VIABLE

- IP everything as early as possible
- It's not just a tech refresh, it's a new way of working
- It's not just a tech refresh, it's a new way of working
- Make sure your workflows are appropriate – Do your research
- Make sure everyone in the company understand what you are doing
- More expensive than you expect – Go in with your eyes open

WHAT VALUE CAN YOU ADD

- Thought leadership on the Tech
- Provide value add by increasing your skillsets to more than your customer has
- Can you add into the move from project to product?
- Can you provide inight into the costs

THANK YOU

Martin Richards

Martin@helloimmartin.com

www.helloimmartin.com

+44 (0) 7771389143