

telestream

NETS 2025

Smarter ingest workflows

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Industry Trends Driving Media Transformation

Platform Fragmentation & Multiformat Complexity

Multiformat delivery across fragmented viewing platforms

IP & Cloud-Native Transition

Hybrid infrastructure reshaping media pipelines

Rise of Live & Remote Production

Real-time collaboration across distributed teams

AI-Driven Automation & Metadata Enrichment

Workflow intelligence and practical automation for QC, metadata, and search

Demand for End-to-End Observability

Visibility across contribution, playout, and OTT delivery is mission-critical



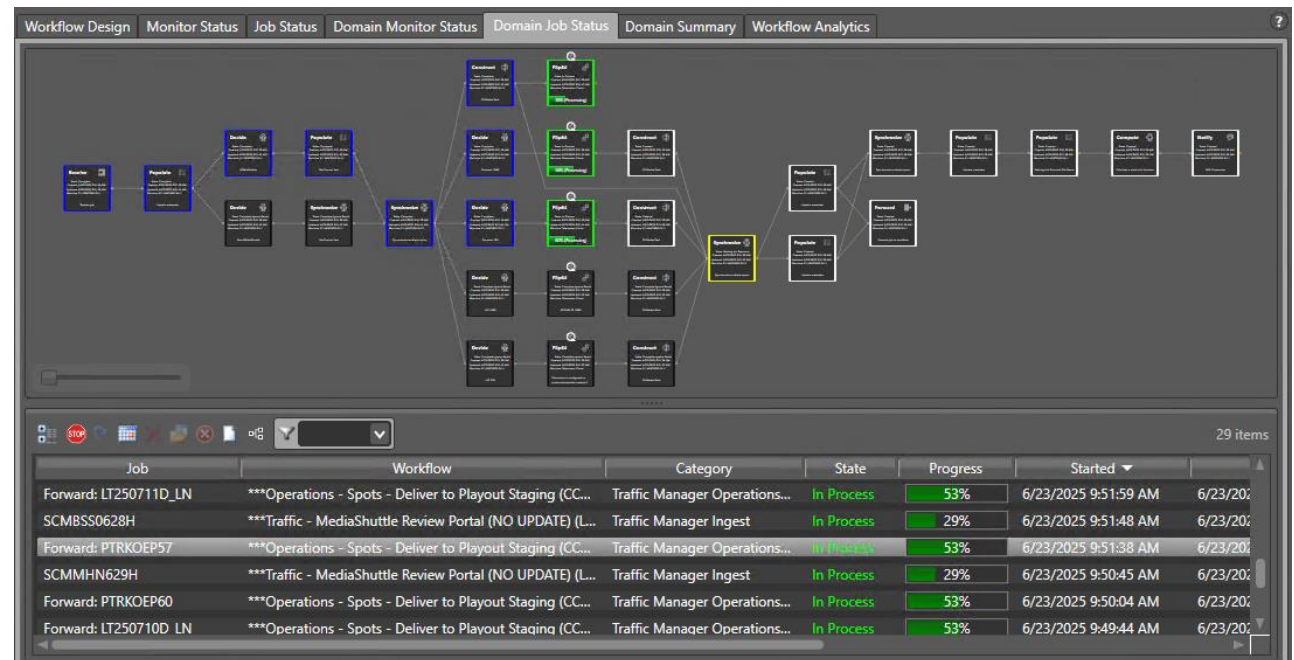
Efficiencies in today's content supply chain



- Automate where you can
- Go faster and be more flexible
- Be more cost conscious and storage efficient
- Let AI do the dirty work to reach further
- Reduce errors, learn and apply learning

Consolidate - Automate the not so simple

120 to 1



Go faster

Big time savings upon
ingest and processing



Cloud Repatriation

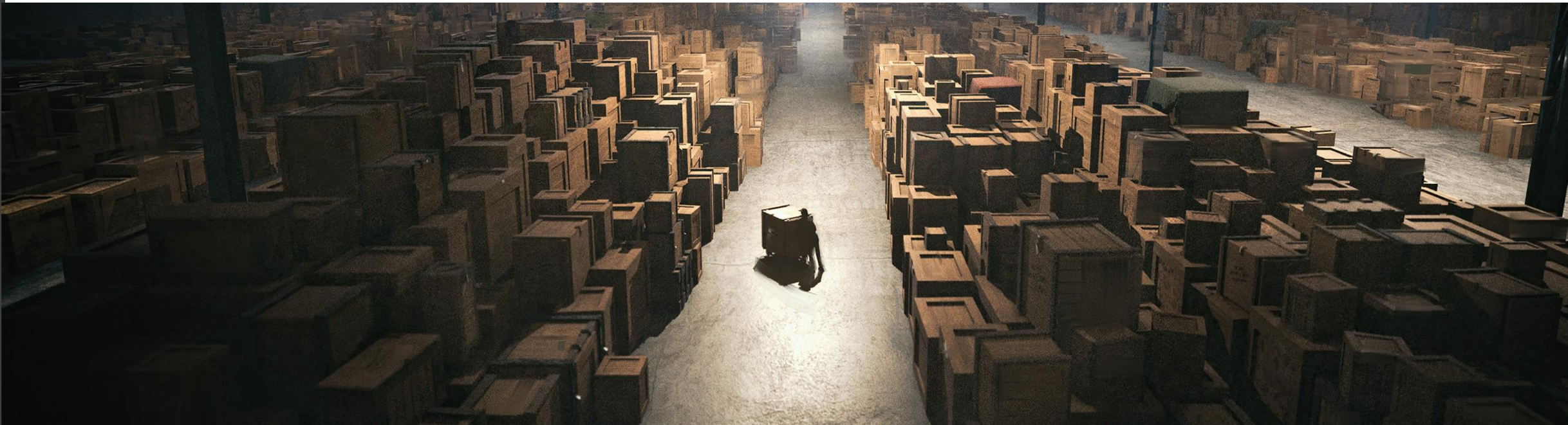
Do you understand your costs and can you do something about it?



Archive optimization

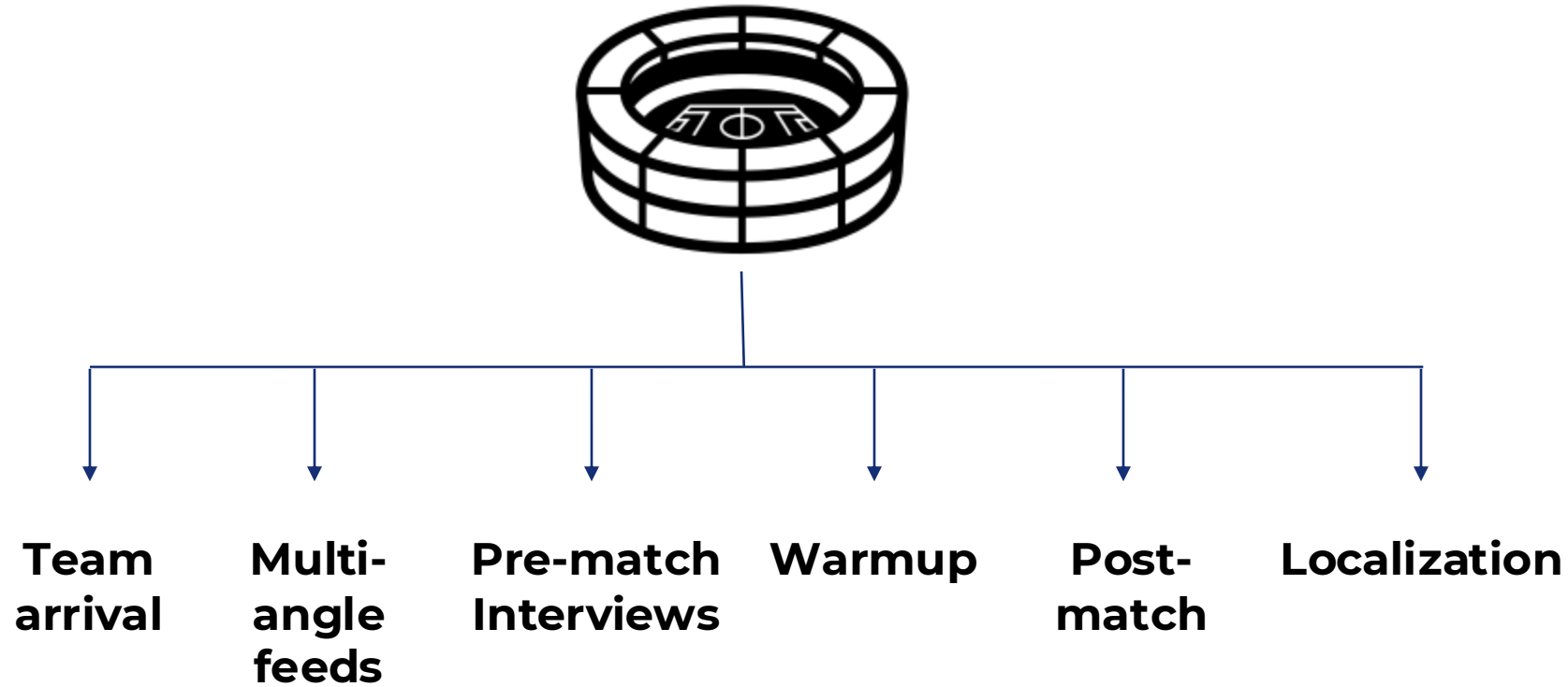
27%

Savings on storage



Nose to Tail

Extract every last drop of value from feeds
And ignite fan engagement



Time to Value

“I created a digital copy of myself that works 24/7 and sends me notifications when things are done”



Can AI help?

Let it do the dirty work

Auto generation of time-based metadata

Quality control

Localization

Automate change of credits and logos

Automatic highlights



Key questions for any Ingest Challenge

What are you ingesting?

- SDI or ST2110 on Prem
- SRT or NDI in the Cloud
- Sony, Panasonic, Arri camera cards
- iPhone or Android Files

This tends to be Table-Stakes where density/cost are factors.

What are the next steps in the workflow?

- Proxy Generation
- Format Normalization to House or Edit formats
- Send to On-line, NAS, Tape or S3 buckets
- Add Meta Data to Log, Summarize, Categorize, make searchable, etc.
- Check in to the MAM or PAM
- Caption, Translate, etc.

This is where there can be quite a difference between solutions and where we help saving time, removing manual steps, glueing the right tools together

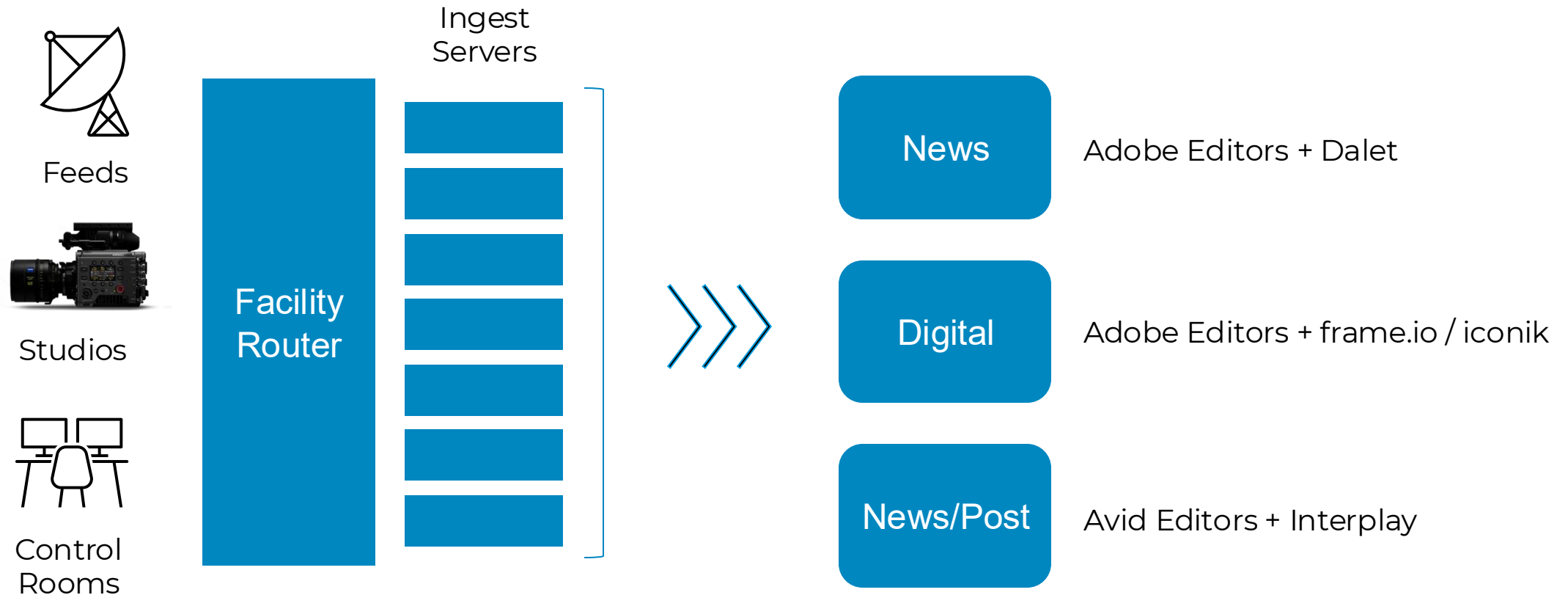
What is the end goal?

- Sometimes we refer to this as “outgest”
- Deliver to the Control Room, Master Control, Origin Server, etc.

Thinking about the entire process led to the inclusion of playout for key solutions

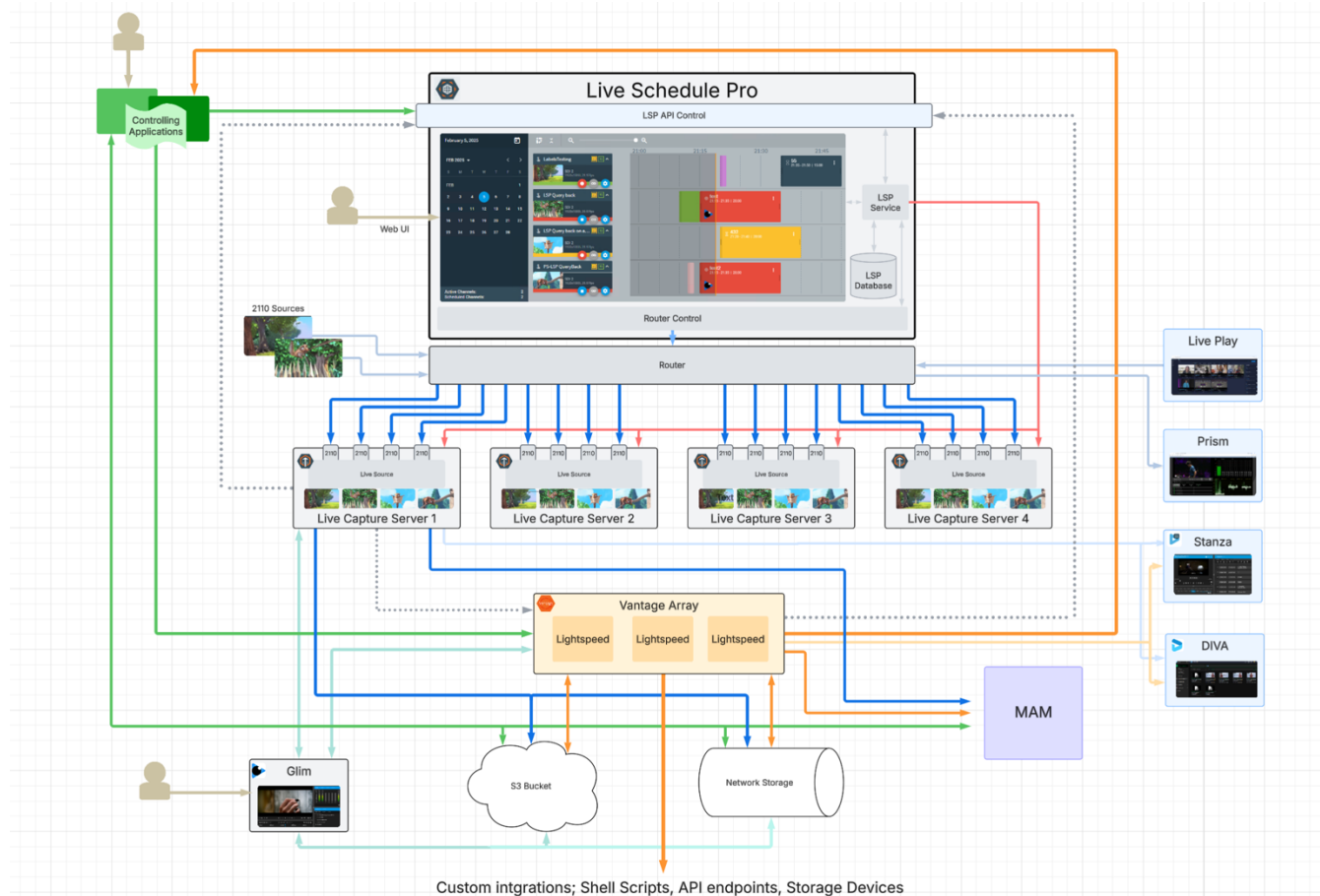
Centralized Ingest in a large facility

Organizations moving multiple points of ingest to a single operation feeding different departments



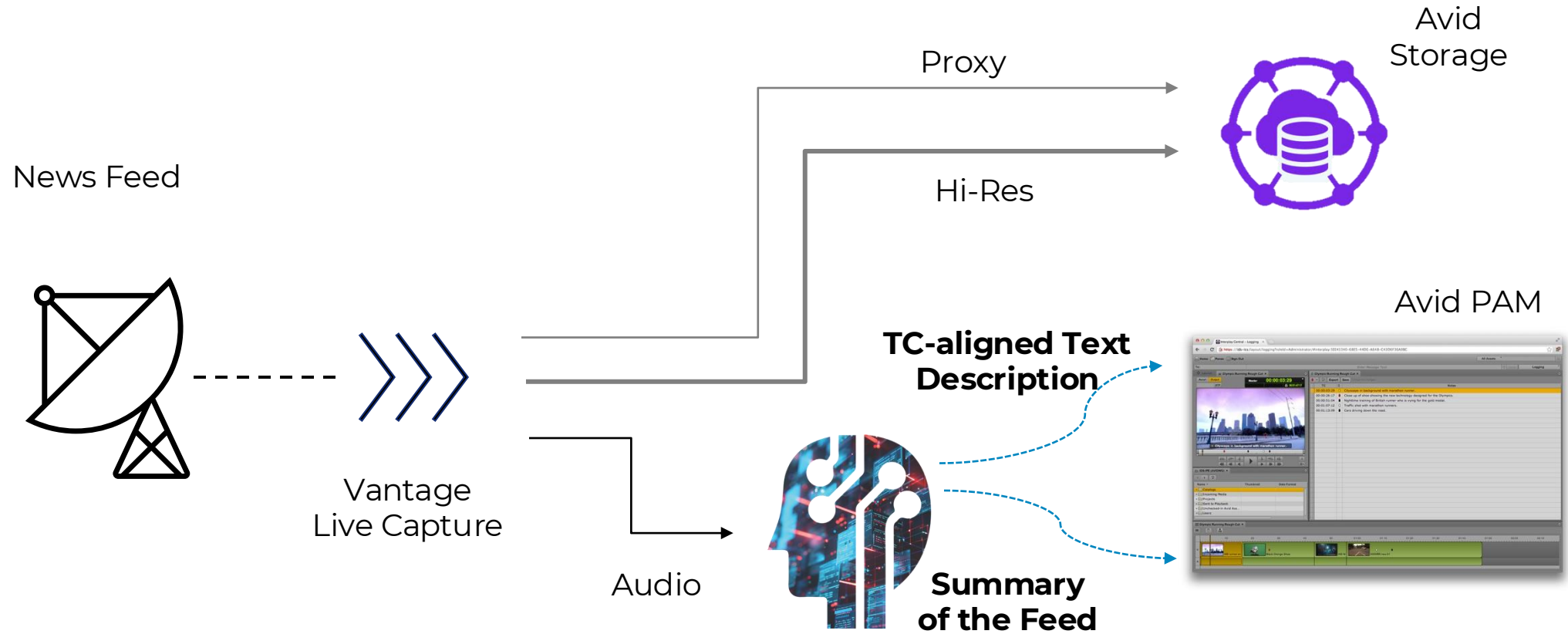
*Ingest is managed as a pool of flexible resources that can be configured
To the needs of the different departments with unique MAM/PAM deployments*

Large Scale ST2110 Live Ingest



- 128 channels of 1080p using 8 x 8 channel Live Capture Servers over ST2110
- Direct ingest to editing with growing file support
- Concurrent Proxy generation for MAM review
- 3rd Party orchestration scheduled events through Live Schedule Pro API
- Intelligent Channel Management eliminated resource conflicts
- AI used on prem to generate metadata

Practical use of AI to log news feeds



*The captured asset shows up in Interplay with Searchable metadata
... but it works the same way with other MAM systems*

Capture Environments Paris 2024

Live Capture deployed to NBCS HQ, Olympic Venues and The Cloud (AWS)



NBCS HQ

Stamford, CT

28x LSL Capture C3 (4 channel ingest per system)

14x LSL Capture C5 (6 channel ingest per system)

Discrete, standalone systems

***Telestream's Live Capture
hardware and software solutions
were the mezzanine ingest devices
in use for the Olympics***

The Cloud

AWS us-east-1

24x Software Only (2 channel ingest per system)

G3.16XL Instance Type

Discrete, standalone systems

Gymnastics Venue

Bercy

2x C5 (6 channel ingest per system)

Discrete, standalone systems

Athletics Venue

Stade de France

2x C5 (6 channel ingest per system)

Discrete, standalone systems

Swimming Venue

La Defense Arena

2x C5 (6 channel ingest per system)

Discrete, standalone systems

Capture Environments Paris 2024

Venue Deployed Live Capture systems at a glance



Edits Deployment At-a-Glance

Athletics (Stade de France)



Gymnastics (Bercy)



Swimming (La Defense Arena)



IBC



Museum

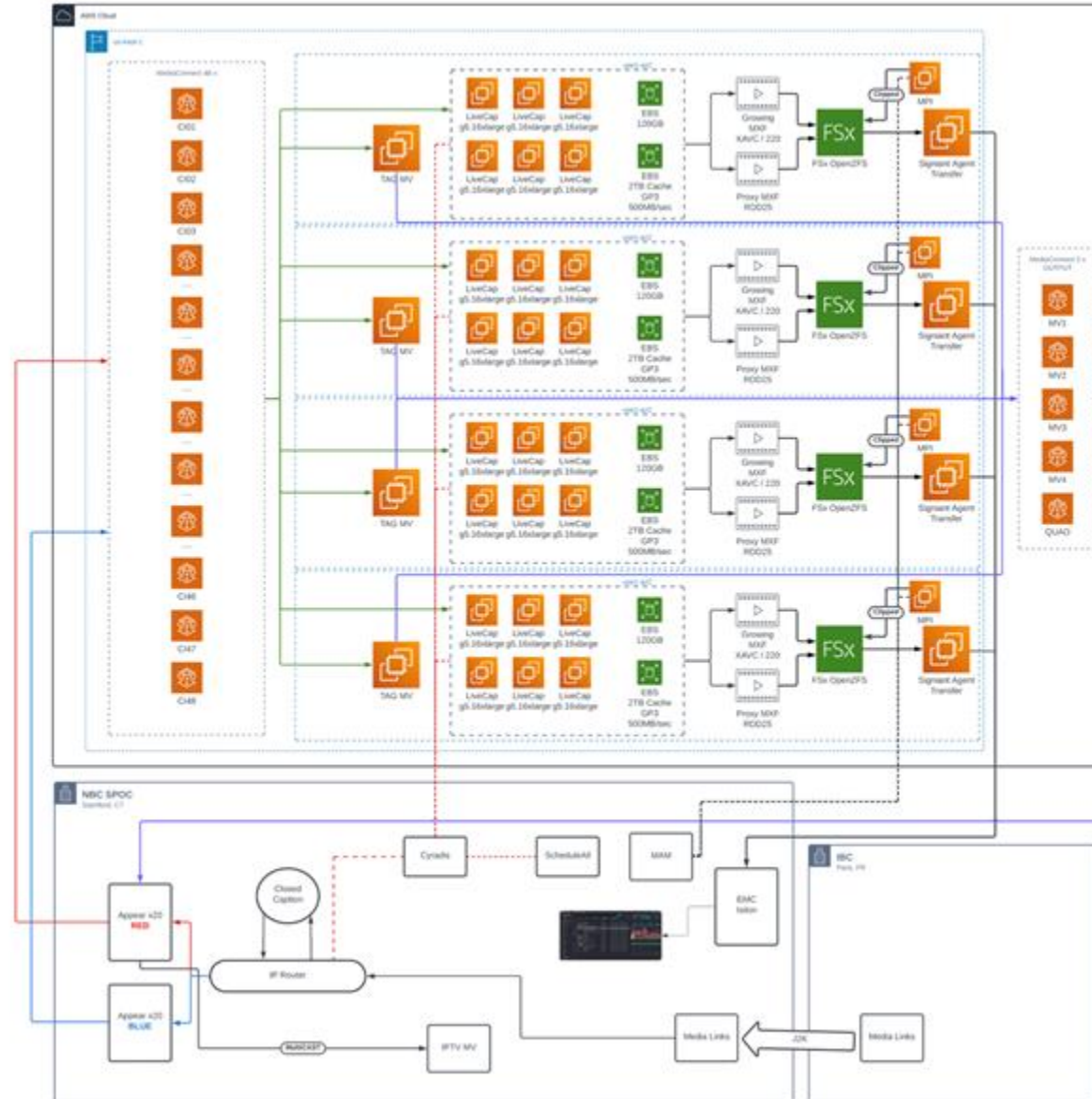


Opening Ceremony



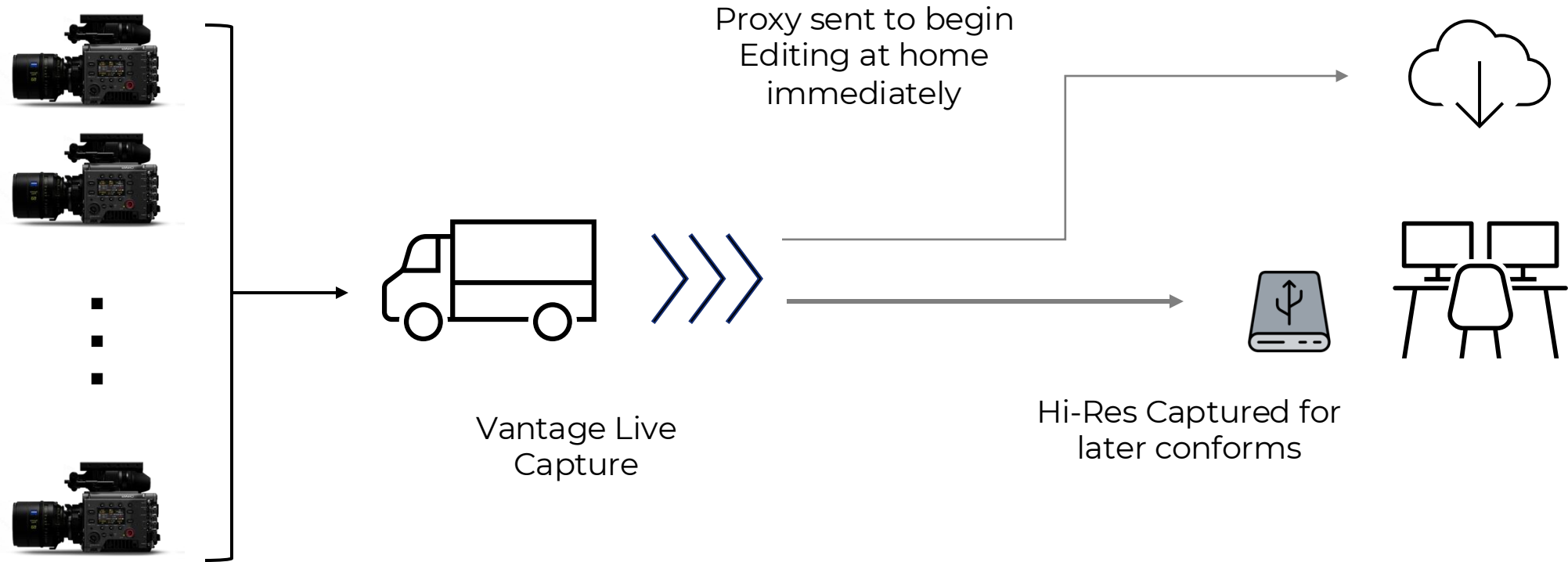
Live Capture Environments

Cloud (AWS) deployed capture system diagram



Mobile UHD Capture with Remote Edit

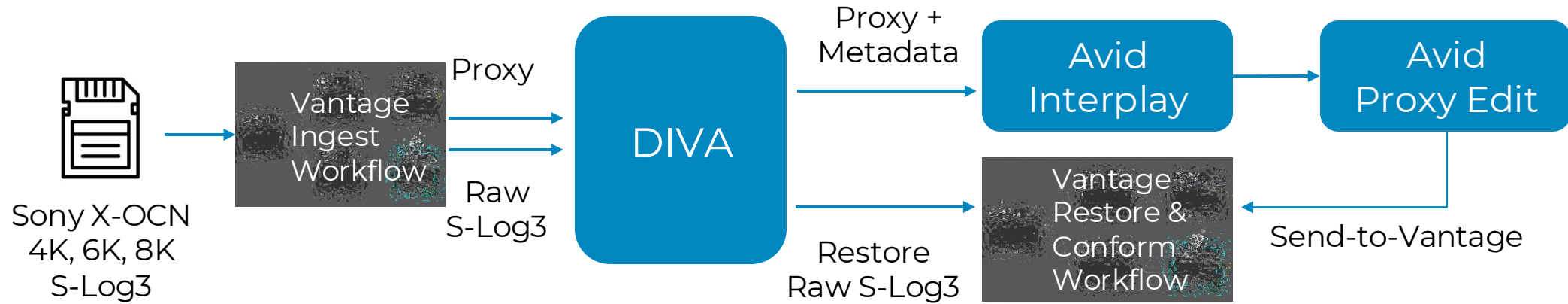
For Concerts, Reality TV or Sport where multi-cam fast-turn can be done on tight budgets



18
UHD Cameras
23.98p or 25p

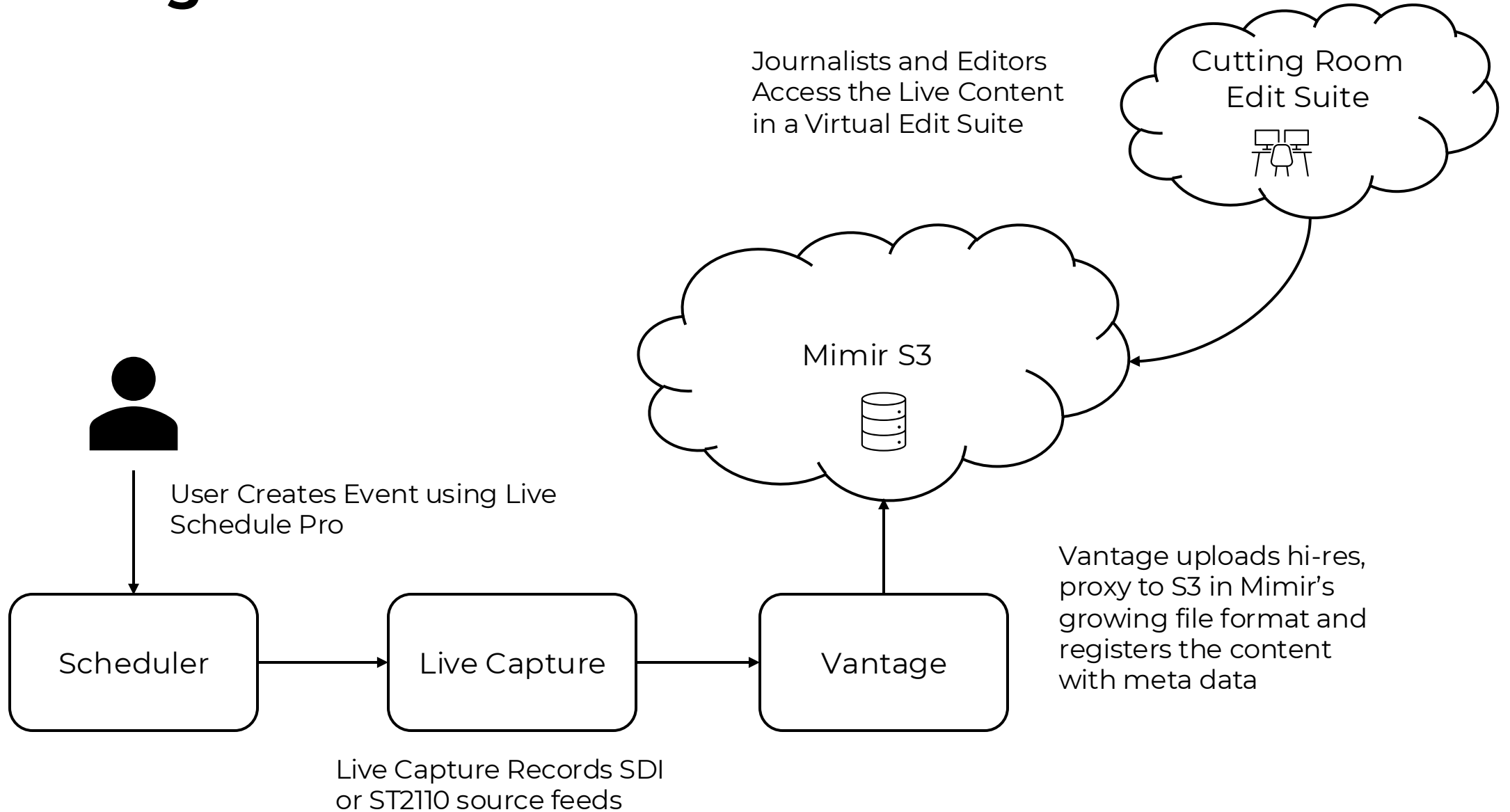
The edit process begins immediately as Vantage checks in content to the MAM...and later associates the Hi-Res to create the finished product

Vantage + DIVA workflows at Large Post Facility

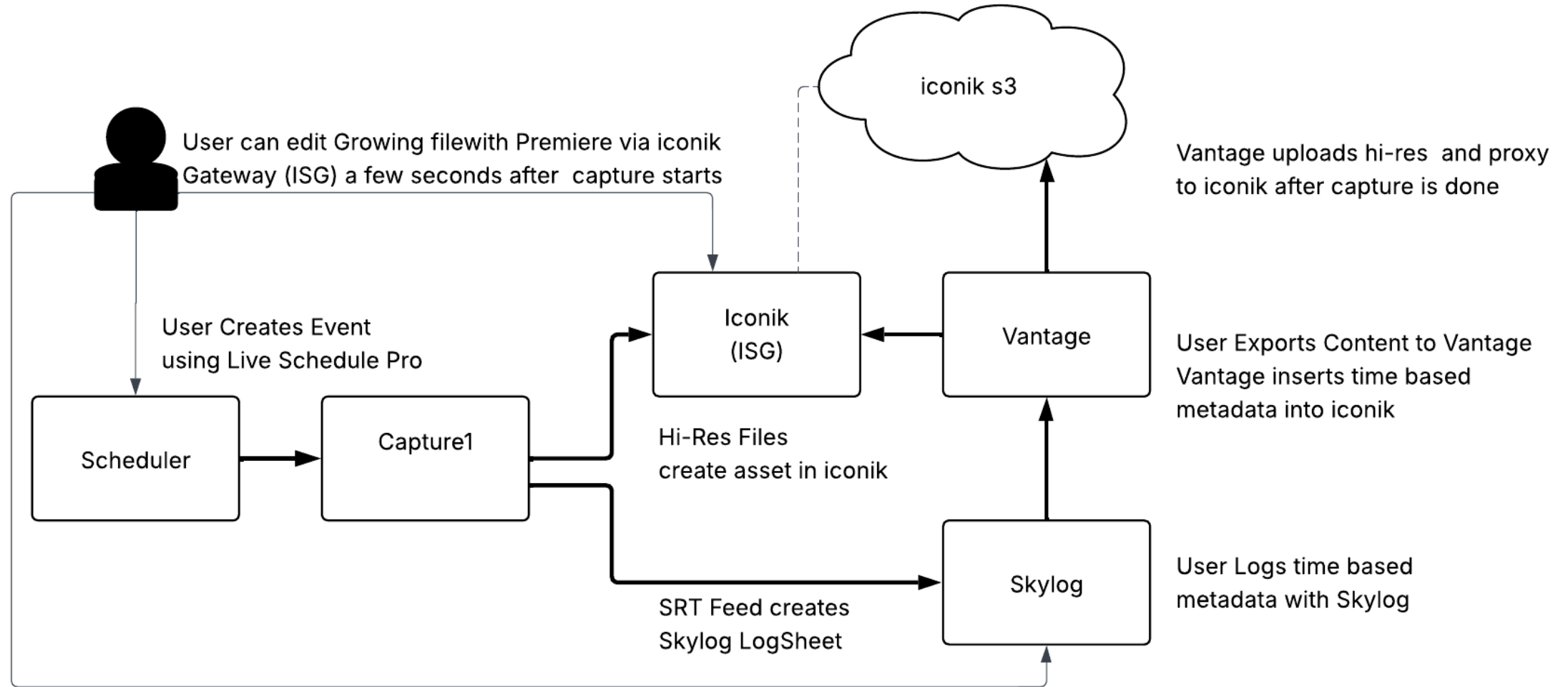


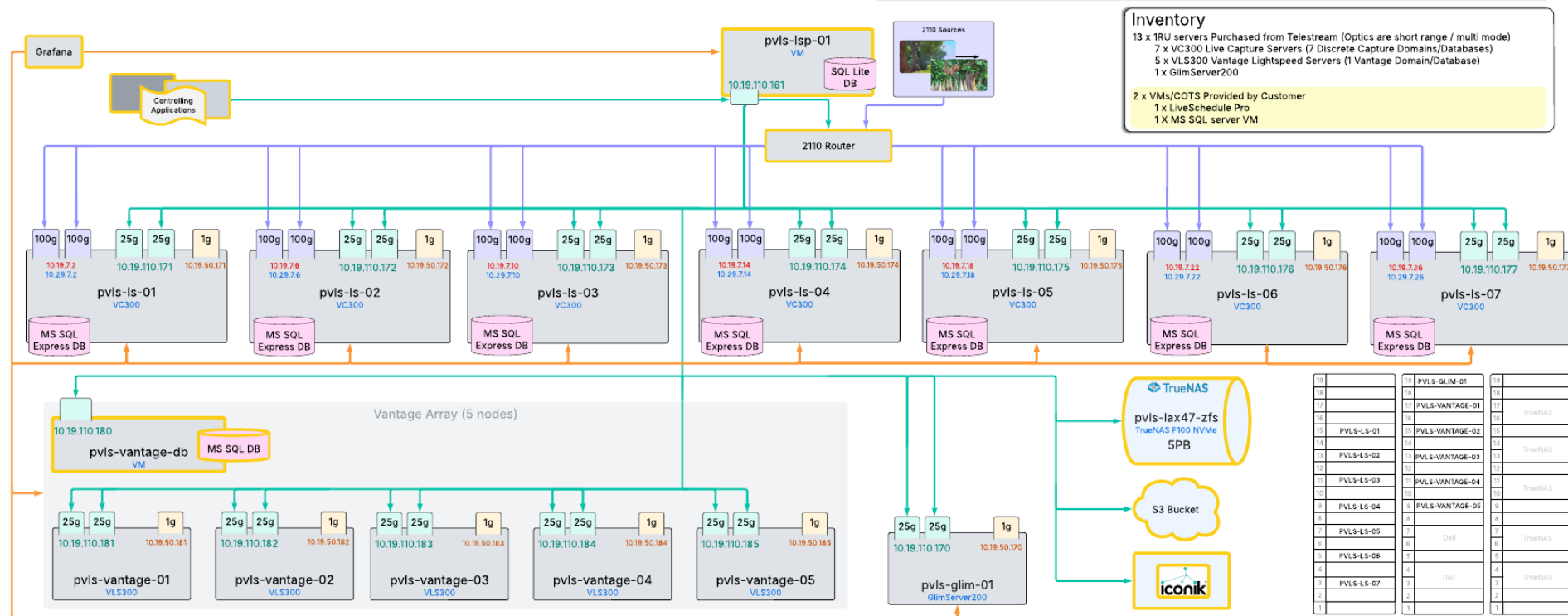
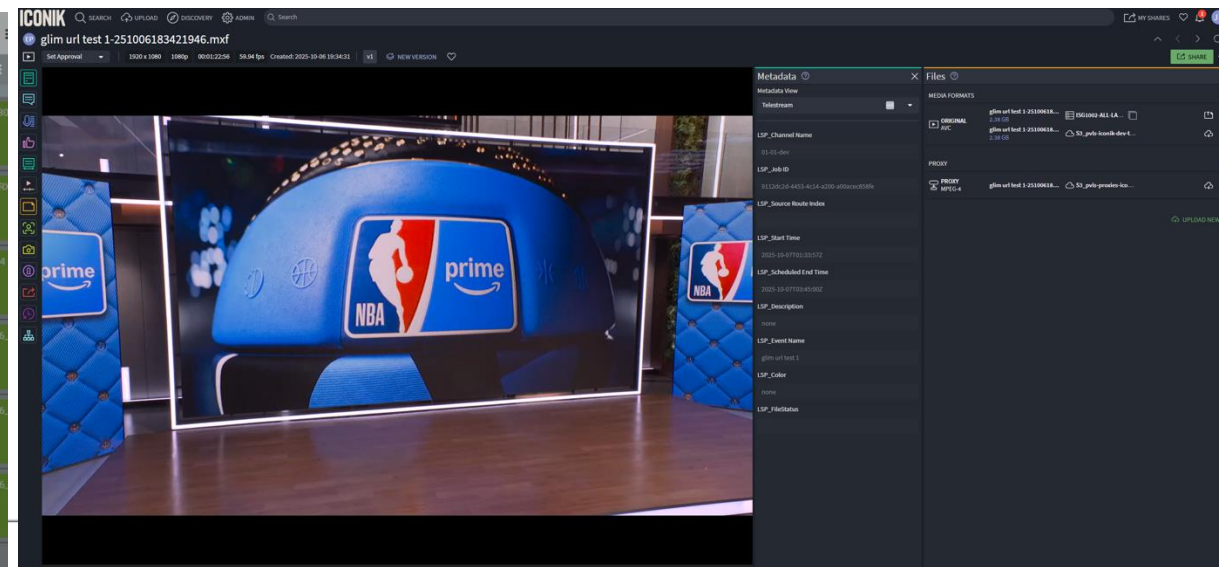
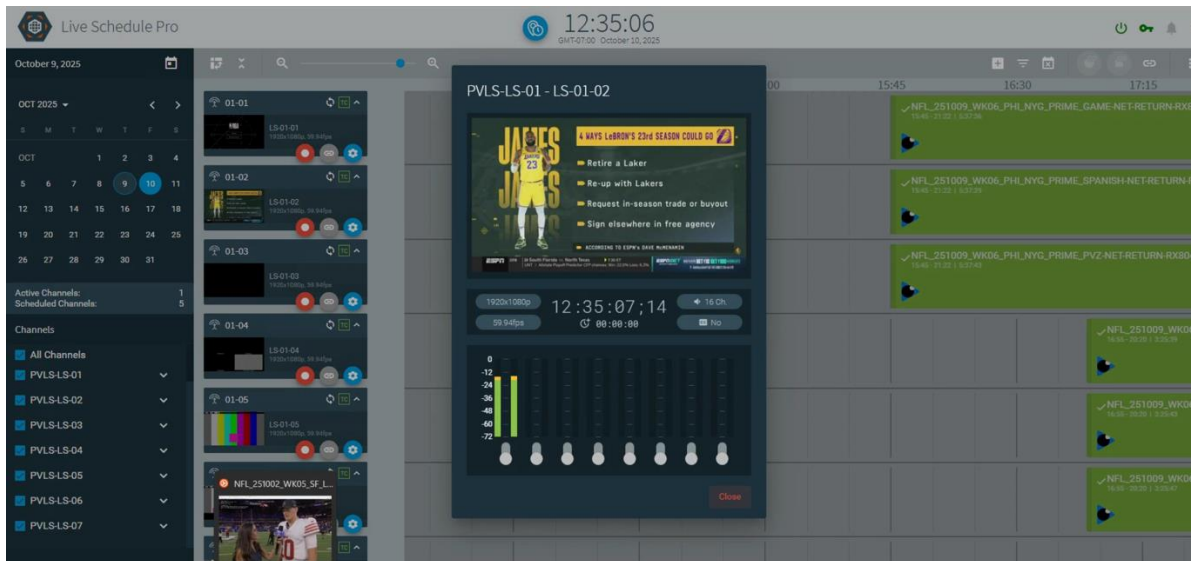
- Ingest & Processing stores content in its native format, generating a proxy for MAM and editing
- Source files are registered in MAM with proxy and meta-data pointing to the originals in DIVA
- Content is edited in Proxy and then conformed with a Vantage workflow that only restores what's needed
- The customer uses cost effective tape storage for very large files and only processes them with more expensive compute when needed

Live Ingest with Mimir



Sports Ingest with Skylog and iconik (logging + MAM)





Final Thoughts



- **Automate**
- **Consolidate**
- **Optimize**
- **AI**

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THANK YOU

