SINCLAIR

Transforming Master Control to the Cloud

August, 2024

CLOUD MEDIA

Transforming Master Control to the Cloud

Key Benefits

CENTRALIZED ARCHIRECTURE

Efficient architecture centralizing Media Ingest and Playout

BUSINESS FLEXBILITY

Ability to spin up new channels on-demand and respond to changing business needs

ENHANCED SECURITY

Current vulnerabilities in station infrastructure and risk of security breaches reduced
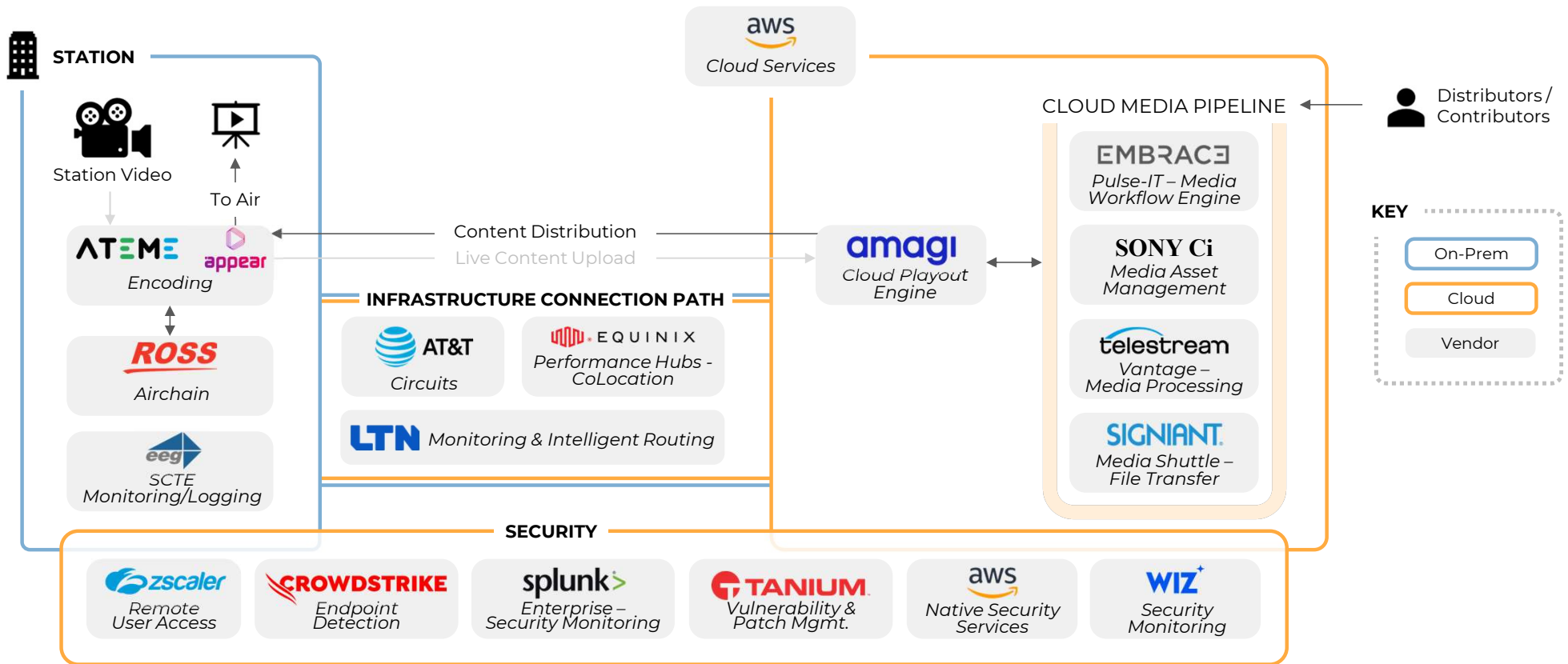
MODERNIZED EQUIPMENT

Local equipment will be replaced with easy-to-upgrade and resilient cloud solutions
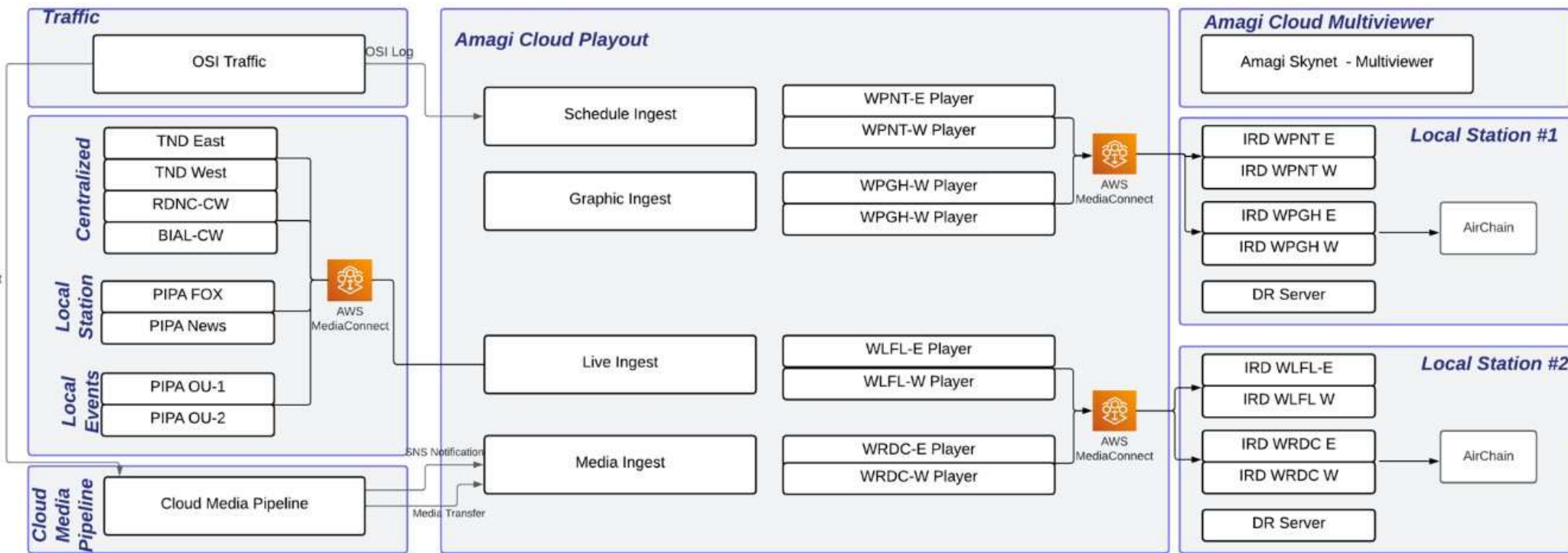
DATA & INSIGHTS

Real-time operational and consumer data allowing for enhanced monitoring and improved viewing experiences

High-Level Cloud Media Technology Ecosystem

STATION

Station Video

To Air

ATEME — Encoding

appear

ROSS — Airchain

eeg — SCTE Monitoring/Logging

aws — Cloud Services

INFRASTRUCTURE CONNECTION PATH

AT&T — Circuits

EQUINIX — Performance Hubs - CoLocation

LTN — Monitoring & Intelligent Routing

Content Distribution
Live Content Upload

amagi — Cloud Playout Engine

CLOUD MEDIA PIPELINE

EMBRACE — Pulse-IT – Media Workflow Engine

SONY Ci — Media Asset Management

telestream — Vantage – Media Processing

SIGNIANT — Media Shuttle – File Transfer

Distributors / Contributors

KEY

| On-Prem |
| Cloud |
| Vendor |

SECURITY

zscaler — Remote User Access

CROWDSTRIKE — Endpoint Detection

splunk — Enterprise – Security Monitoring

TANIUM — Vulnerability & Patch Mgmt.

aws — Native Security Services

WIZ — Security Monitoring

High-Level Cloud Media Architecture

What Roles Will Experience Process Change?

The transition to Cloud Media playout will introduce varying levels of process change to the following key people.

Level of Change

Operations	Engineering	Traffic	Production & Promotions	Management	Sales
Master Control Operators	Station & Regional Engineers	Copy Coordinator, SASO	Production Manager, Promos, & Producers	Business Manager	Marketing Consultants
High	**High**	**Medium**	**Medium**	**Low**	*Future Impact*
Adjustments to processes for daily workflow and troubleshooting in new cloud-based media automation & playout system	New technical setup and associated support functions. Will now have a HQ-based MTOS team for troubleshooting and escalation	New, standardized metadata and locations for dub list and purge list	A new process for naming and managing promo cart sheets will also be implemented. Production (PCR) will have different timing for rolling breaks with Master Control	New cost allocations for Cloud Media technology	New Signiant portal for uploading commercial assets will be available

Questions?

Appendix

Additional materials that may be needed based on questions

Centralized Automation/Playout