

SINCLAIR

Transforming Master Control to the Cloud

August, 2024



CLOUD MEDIA
TRANSFORMATION

Transforming Master Control to the Cloud

Key Benefits



CENTRALIZED ARCHITECTURE

Efficient architecture centralizing Media Ingest and Playout



BUSINESS FLEXIBILITY

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

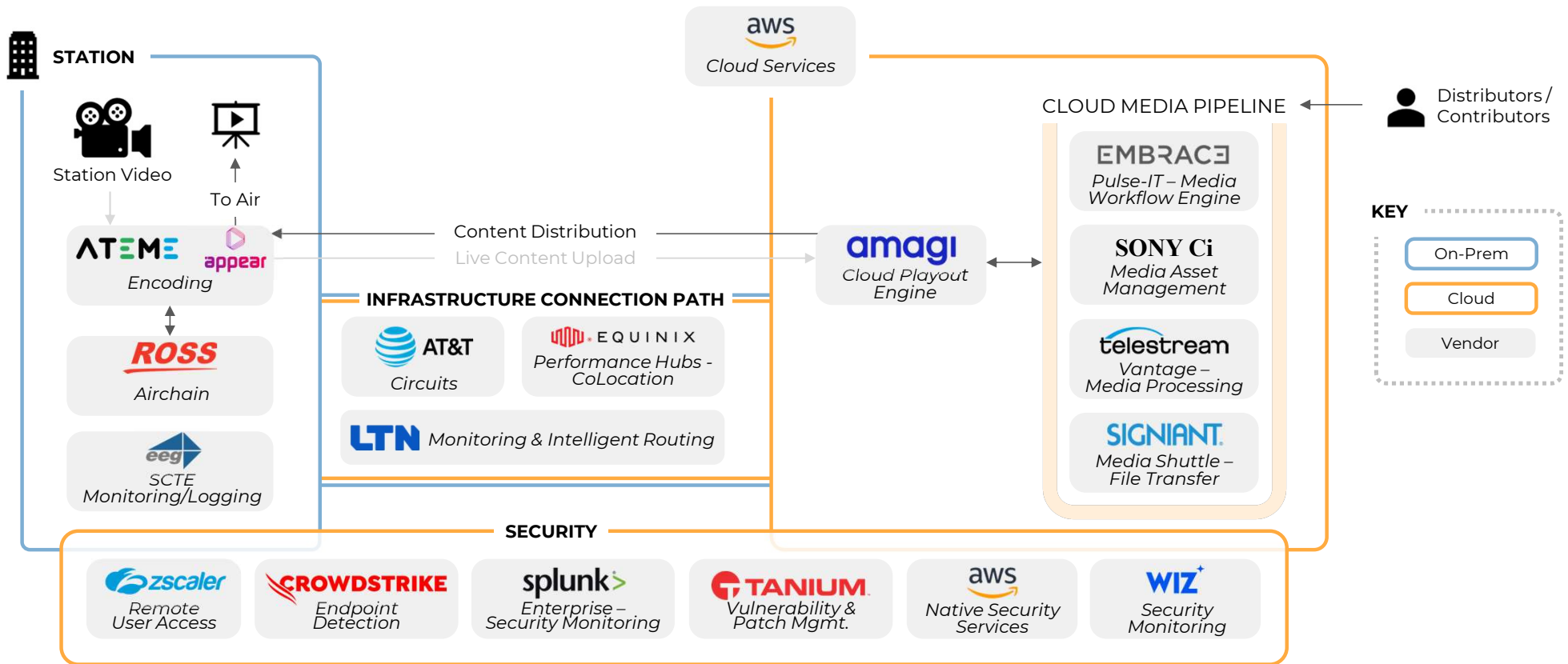
Local equipment will be replaced with easy-to-upgrade and resilient cloud solutions



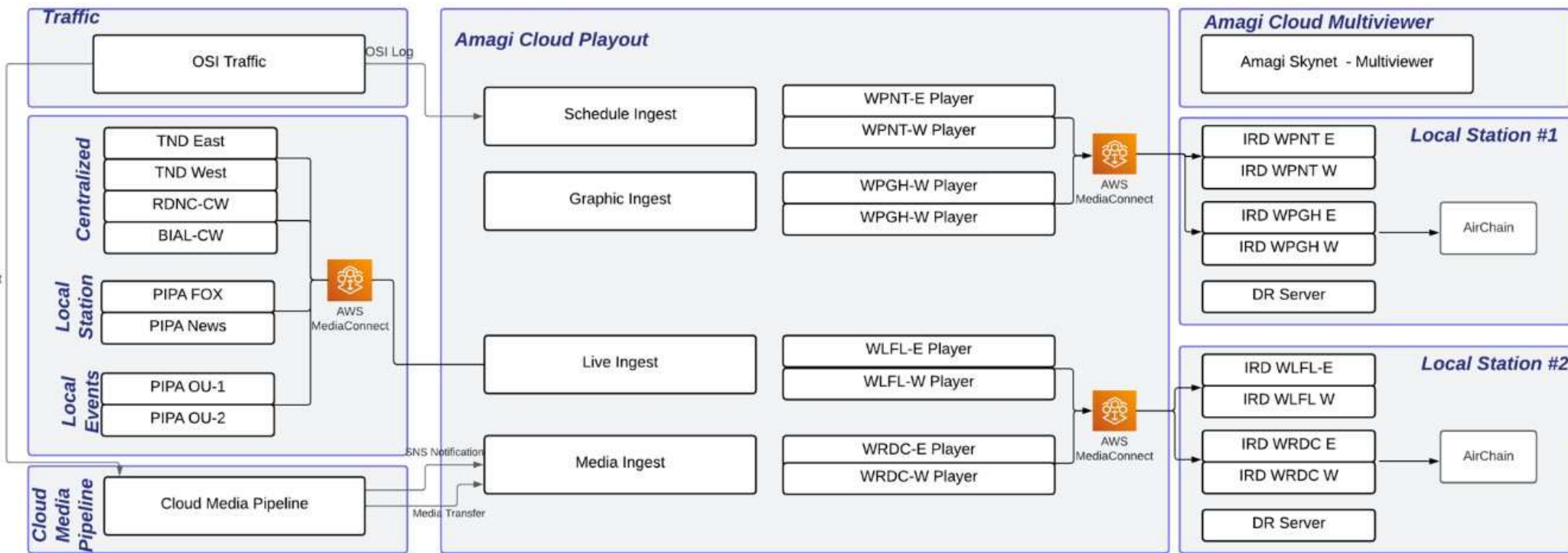
DATA & INSIGHTS

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

High-Level Cloud Media Technology Ecosystem



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
<i>Adjustments to processes for daily workflow and troubleshooting in new cloud-based media automation & playout system</i>	<i>New technical setup and associated support functions. Will now have a HQ-based MTOS team for troubleshooting and escalation</i>	<i>New, standardized metadata and locations for dub list and purge list</i>	<i>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</i>	<i>New cost allocations for Cloud Media technology</i>	<i>New Signiant portal for uploading commercial assets will be available</i>



Questions?

Appendix

Additional materials that may be needed based on questions

Centralized Automation/Playout

The screenshot displays a broadcast automation software interface with the following components:

- Zone:** N. Virginia
- PLAYING NOW:** NTVL Sullivans Crossing ... MEOR-130918. The video shows a scene with two people. Time elapsed: 00:00:24.
- INPUT SOURCE:** 4:00:00PM CW-Karamo 2 ...
- Next Program:** StockX. Time elapsed: 00:34:44.
- CURRENT PLAYING | COMING UP:** A table listing upcoming segments:

S. NO	PREVIEW	START TIME	SOM	DURATION	ASSET INFORMATION
34	TIME ELAPSED 00:00:24	16:34:20:12	00:00:00:00	00:00:29:29	MEOR-130918 NTVL Sullivans Crossing Wed 30 Gen - NTVL Sull
35	COMING IN 00:00:05	16:34:50:10	00:00:00:00	00:00:15:01	MEOR-130640 KTVL Sherri Generic :15 REV2 - SHERRI GEN :15
- LIVE CONTROLS:** Event Mode: Unmanaged. Event name: 4:00:00PM CW-Karamo 2 ... Buttons: Take Next, Undo (00), Loop, Hold.
- PLAYLIST:** ID: 629736, Aug 5, 2024. A detailed playlist table follows:

S. NO	PREVIEW	START TIME	SOM	DURATION	ASSET INFORMATION
34	ENDS IN 00:00:05		00:00:00:00	00:00:29:29	MEOR-130918 NTVL Sullivans Crossing Wed 30 Gen - NTVL Sull
35		16:34:50:10	00:00:00:00	00:00:15:01	MEOR-130640 KTVL Sherri Generic :15 REV2 - SHERRI GEN :15
36		16:35:05:12	Hold Mode	00:23:35:00	CW_PLUS-03 Segment 3 SEG - 1
37		16:58:40:12	Manual Take	00:01:59:29	Break 3
41		17:00:40:11	Hold Mode	00:10:34:00	CW_PLUS-04 Segment 4 SEG - 1
42		17:11:14:11	Manual Take	00:00:05:01	Break 4
46		17:00:00:00		01:00:00:00	5:00:00PM CW-Steve Wilkos Show 2 N/R
- Asset Detail Panel:**
 - Asset Name:** SHERRI DOUBLE RUN - HD-SD2083R 08-06-...
 - Asset ID:** SHRIETUZ
 - Buttons:** Mark ready to air, Reprocess
 - Duration:** 00:58:34:03
 - Asset Status:** Processed
 - Navigation:** Details, Quality Checks, Segments, Availability, Technical Details, Metadata
 - Video Preview:** A live video feed of a woman on a set with a 'Sherri' logo.
 - Timeline:** 00:01:02:08 / 00:58:34:03
 - Segment List:**

SEG ID	TC IN	TC OUT	DURATION	Control
1	00:00:10:00	00:19:28:07	00:19:18:07	⏪
2	00:19:28:07	00:21:28:11	00:02:00:04	⏪
3	00:21:28:09	00:32:23:25	00:10:55:17	⏪
4	00:34:56:02	00:41:20:20	00:06:24:19	⏪