

# Cloud-Native Platform to Plan, Make and Monetize TV

## Plan, make and monetize content on all screens from a single cloud platform.

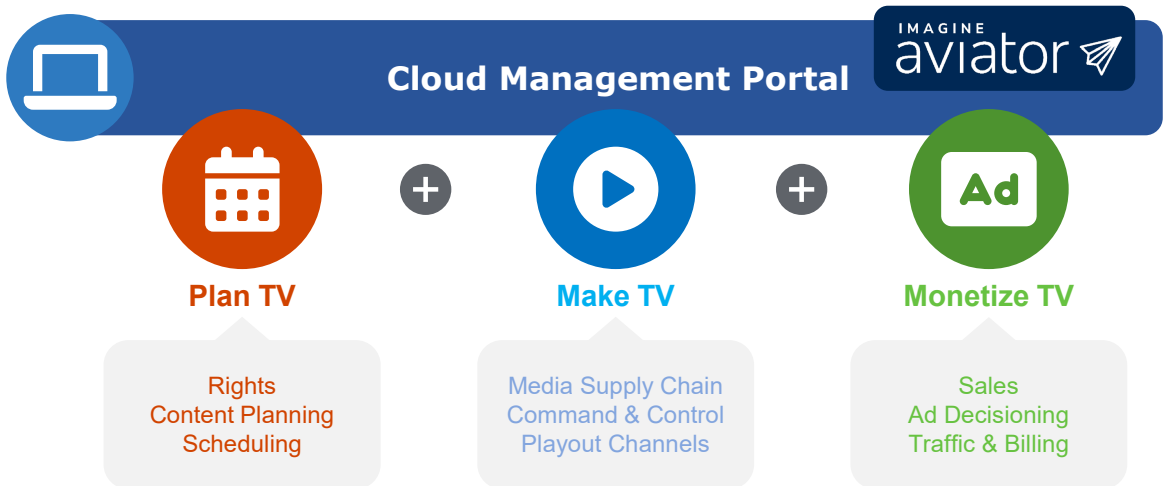
Imagine Aviator is a cloud platform that binds together the key capabilities needed for scheduling, rights management, channel origination, live events, VOD, ad placement, ad serving, and campaign management, into a single solution.

Designed as a converged solution to deliver linear programming and on-demand content with ads and triggers for local and dynamic ad insertion, Aviator enables you to effectively monetize all your assets for broadcast, OTT, FAST, pop-up and occasional use applications.

Aviator runs in the public cloud to deliver comprehensive cloud-native services, removing the time and complexity of large physical infrastructure deployments and delivering fast roll out of global services. Aviator can be purchased as a subscription running on your AWS account, or used as a SaaS, monitored, managed and maintained by Imagine Communications.

Leveraging an architecture based on containers with Kubernetes orchestration, Aviator’s core services are deployed as a high availability cluster for resiliency. Node count is scaled by client and channel count, allowing the system to grow with your needs.

All Aviator applications are controlled from a unified cloud management portal, with core functionality spanning 3 key pillars



Tap into the power of a single, unified platform to:

- Manage scheduling, rights management, and content acquisition
- Oversee the media supply chain and secure appropriate storage
- Provide premium payout
- Ensure optimal use of ad inventory, accurately targeting commercials to audiences and monetizing even in difficult-to-anticipate live event scenarios

# Make TV

Aviator enables you to Make TV by giving you access to all the playout capabilities you need to solve the complex needs of delivering premium-quality, sophisticated linear channels.

1. **Manage media acquisition** in the cloud for all your content and associated metadata
2. **Control your channels** in the cloud manually, or via automated playlists
3. **Generate video streams** with integrated playout channels in the cloud

Aviator channel origination provides:

- A comprehensive **cloud origination** ecosystem – deliver great audio & video quality, and seamless program-ad-promo transitions and live events, all while boosting your bottom line, monetizing content on every screen.
- **Cloud orchestration** – manage both channel origination services and cloud infrastructure together; easily start and stop channels, add channel redundancy, monitor system and channel health, and much more.
- A **unified UI** – give technical teams and operators anywhere-anytime access and complete control of even the most sophisticated workflows for channel origination in the cloud, including choreographing clips, live feeds, real time graphics, subtitles and SCTE insertion.



## Key Features

- Includes integrated automation and MCR live workflows
- Supports advanced graphics, including dynamic branding and adaptable animations
- Provides customizable UI layouts to suit operator and environmental requirements
- Offers flexible channel redundancy:
  - 1:1 premium channels, 1:standby at night or low volume channels, N+M to optimize resources
- Includes advanced audio options such as Dolby, loudness correction, shuffling, up mix and watermarking
- Prep once, deliver to every screen; ensures all content is in the right format and in the right place
- Tailor workflows to your needs, automate jobs and reduce human touch points
- Monitor by exception, driven by data, with consolidated system status dashboards



# Make TV

## Functional Modules

### Aviator Cloud Management Portal

Tying together the different functional modules inside Aviator, the unified user interface offers a common environment for management, configuration and operation. Operators access all aspects of Aviator via a web browser whether at the office, a remote location or when working from home.

- **Orchestration** – embedded orchestration functionality to provision sophisticated software alongside Cloud infrastructure and services using deployment templates
- **Monitoring** – unified monitoring system to gather telemetry and metrics from both cloud infrastructure and Aviator applications. Alerts and performance measurement dashboards simplify system and service-based monitoring.
- **Distribution** – deliver channels to endpoints and back to on-premises systems

### Aviator Media Supply Chain

- **Content & Metadata** – integrated asset management toolset designed to control media acquisition and content preparation in the cloud
- **Workflows** - advanced rules and process engines provide flexible and adaptable workflows to drive efficiency and bridge ground to cloud
- **Storage** – manage storage usage, ingress and egress of file-based assets including clips, graphics, audio and ancillary data

### Aviator Command & Control

- **Playout Automation** – modern, flexible playout automation optimized to operate linear channels in the cloud driven by schedules and the ability to modify playlists up to the last moment
- **Master Control** – single pane of glass for operation and monitoring, with customizable dashboards to manually interact with cloud channels and support live events
- **Live Streams** – centralized control of all contribution streams coming into the Aviator system

### Aviator Playout Channels

- **Essentials Channel** – entry-level solution for playing content with branding and subtitles
- **Standard Channel** – full-time / occasional-use linear channels with branding & master control
- **Premium Channel** – cloud origination of channels with advanced graphics including DVE, master control, and optional low latency capability

## Imagine Aviator allows you to:

- Make a smooth transition to the cloud at your own pace
- Launch sophisticated channels for broadcast and OTT applications
- Operate highly reactive channels
- Experiment with new channel ideas, bringing them to viewers with minimal financial risk
- Manage all content and workflows reliably in the cloud
- Start and stop pop-up channels with ease
- Monetize VOD content and FAST channels
- Manage master control operations, including sports and news channels with live events
- Synchronize media assets and metadata from multiple locations on the ground and in the cloud
- Exchange live streams between cloud and on-prem facilities
- Manage your business continuity plan with cold, warm and hot standby channels
- Handle channel variants with regional content reliably, including local ad breaks and branding