GloboCast Live
And
GloboCast Fluid

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Intended Audience

This manual is intended for the following users of GloboCast Live and GloboCast Fluid:

Channel operators

1. Introduction of GloboCast Live

GloboCast Live is a UHD ready, cloud-based live orchestration platform. It helps content creators and broadcasters spin-up live channels instantly and orchestrate broadcast-grade live content on the go. GloboCast Live can be deployed with ease and is capable of ingesting multi-source, multi-protocol content including NDI IP standard. The platform is all for flexibility and enables the operator to control break durations and slots, insert graphics in the live feed, extend live playout, switch between input sources and so on with live controls on the platform. Since GloboCast Live is completely cloud-based, it can be operated remotely from anywhere in the world, using a simple web dashboard with multiple operation modes.

A live event broadcast may playout as per plan, or may have disruptions because of unplanned delays or unforeseen issues. An operator or broadcaster may or may not be able to play the scheduled playlist as planned. The features described here will support the operator to take appropriate action during the live playout.

As an operator for a live event, you may encounter any of the following situations:

- Live source(s) not ready to stream due to technical issues
- Delay in the start of the event
- Event going beyond the planned duration
- Inability to play a planned break due to certain circumstances in the live event
- Input from the director / MCR to switch sources, introduce unscheduled breaks, repeat an already played promo or break etc

All these mandate that you be able to view the playlist, edit if needed and publish the updated playlist during the live playout. You can use the Live or GloboCast Fluid UI for this purpose.

GloboCast Live

Live is a 24x7 linear playout that has both file-based and live shows. It offers the ability to ingest content from multiple live sources and play out live streams while the Digital Video Effects (DVE) and advanced graphics make the experience even richer for the user.

GloboCast CLOUDPORT is the most versatile playout platform available today and can ingest all industry-preferred formats for audio, video, and subtitles. It can generate output in multiple formats such as HLS, RTMP, and HD-SDI, and can also be used for VOD delivery to vMVPD platforms.

Operators can use GloboCast Live to schedule a 24-hour playlist with live segments interspersed with file-based playouts. These live segments could be sports events, studio shows, news hours, live debates, award ceremonies, key addresses from heads of state, etc.

What can you do with GloboCast Live?

Live provides all aspects of live channel requirements like live controls for ad insertion, graphics, logos, cloud-based media asset management, scheduling and multi-feed playout monitoring. This is useful for broadcasters who want to mix live and file-based playout content in their channel.

GloboCast Fluid

Traditionally live events (e.g. sports, music concerts etc) are programmed and streamed as part of a TV Channel. The audience switches to a specific TV channel for viewing the live event as per the schedule. With OTT streaming gaining currency among the audience, there is a requirement to stream live events that are not associated with a TV channel.

GloboCast Fluid is an on-demand, live playout system that can be used to orchestrate a live event end-to-end. . Additionally, GloboCast Fluid allows multiple live events to be streamed in parallel. GloboCast Fluid enables operators to stream live content such as sporting events and matches, reality shows, and talent contests as standalone content for their OTT apps. .

Take the FIFA World Cup as an example, where several matches are sometimes scheduled at the same time . These matches can be fully managed and orchestrated

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