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> **THUNDERSTORM**

> **PLANNER**

> **NOW**

What can you do with **NOW**

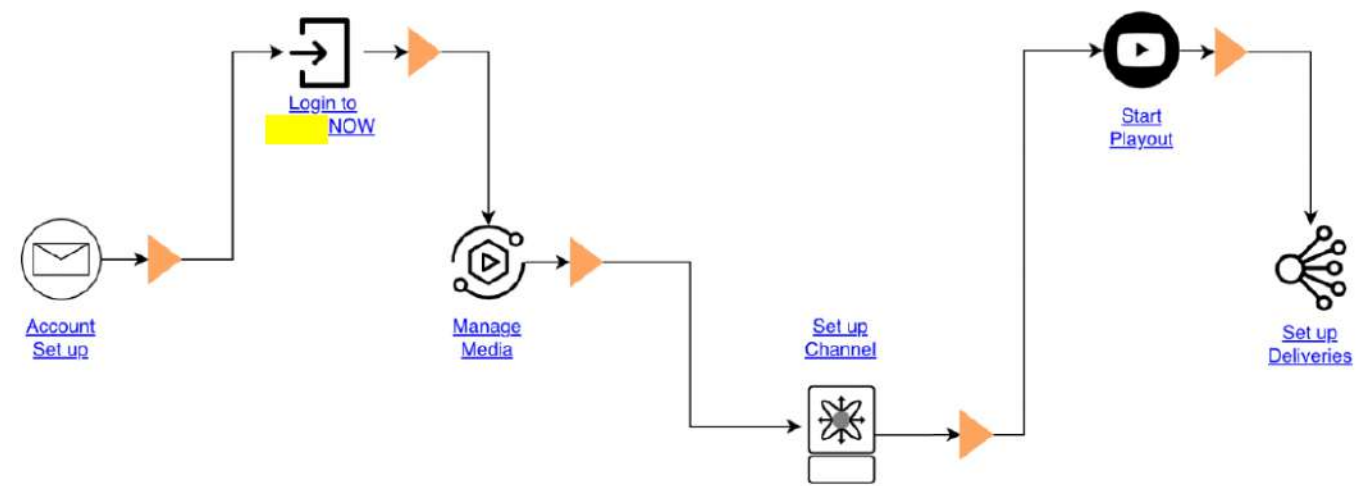
Updated on 05 May 2023 · 1 Minute to read

NOW is a platform for Content Partners to deliver and distribute their content to platforms.

NOW provides a fully integrated system to completely control content ingest, scheduling, delivery, distribution, monetisation, and data analytics workflows all in a connected, intuitive, and automated experience. For media organizations needing to diversify with different channel types and looking for a single solution, **NOW** can satisfy current requirements as well as address changing business needs over time.

NOW enables you to deliver your content to a wide range of platforms and automatically adapts the delivery workflow to the platform's needs. You can deliver to various platforms that support HTTP Live Streaming (HLS) as well as Zixi, and SRT deliveries.

Follow the journey from account setup to creating deliveries using the links below.





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Account Setup and Login

Updated on 21 Apr 2023 · 1 Minute to read

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Congratulations on choosing NOW as your one-stop SaaS service to make your content available to viewers. With your account on NOW, you can deliver your content on multiple linear and On Demand platforms.

Account creation

To get started, please furnish the following details to create your account with our onboarding team.

- Content Partner Name
- Number of Channels (can be modified later if needed)
- Primary User Name
- Primary User's Email

Once the account is created, you will receive an invitation email with instructions to sign up in the NOW UI.

You can now sign-in and add more users to your account. See [User management](#) for more information.

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Manage Media

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Upload bulk metadata using CSV

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Direct upload to S3

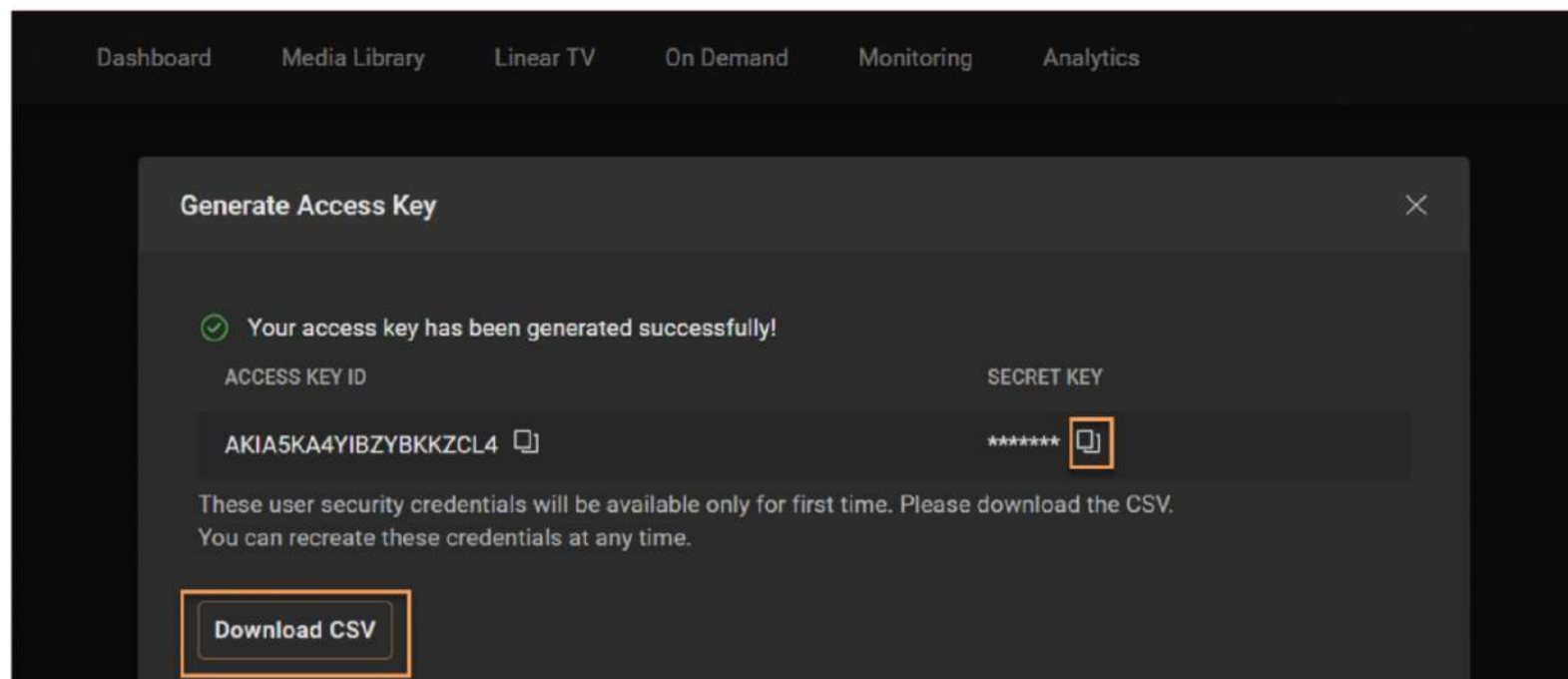
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S3 is the AWS Simplified Storage service. Content Partners can upload their content directly to S3 using the S3 Bucket name, Access key, and Secret key. Along with your account on NOW, a dedicated S3 bucket is also created. To get the storage credentials assigned to your account, follow these steps.

1. In the NOW UI, click on your account at the top right corner.
2. Click on **Storage Credentials**.
3. Click on the **Generate Access key** to generate the access keys specific to your account. You can access your S3 storage using this key.
4. The **Generate Access Key** window is displayed with the details of your access key and secret key. The details of your access key id and secret key are also available in a CSV format. Click on **Download CSV** to download and save it for future use.



Setup a Channel with Configurations and Artwork

05 May 2023 · 1 Minute to read

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What are ingestion sources

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Restream a Channel


4. Channel Details window opens up as shown below.

CHANNELS


Search




Sports tv



BOLT Testing



Test_Basic_player



demo

All Channels > Sports tv: Channel Configuration

Details Deliveries

Channel Information

Channel Name *

Sports tv

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Edit

Channel Genre

Sports

Sports

Channel Rating

G

Broadcast Timezone *

GMT+05:30 | New Delhi

Schedule Start Time *

06:00

HH-MM

Tags

Channel

5. Add New Channel has four panes namely, Channel Information, Channel Description, Channel Artwork, and Output Format.

6. Add [Channel Information](#).

7. Next, add [Channel Description](#) and [Channel Artwork](#).

8. Configure [Channel Output Formats](#).

9. Click the **CREATE CHANNEL** button at the bottom right-hand corner to create a channel.

Output Format

Set up Deliveries

05 May 2023 · 1 Minute to read

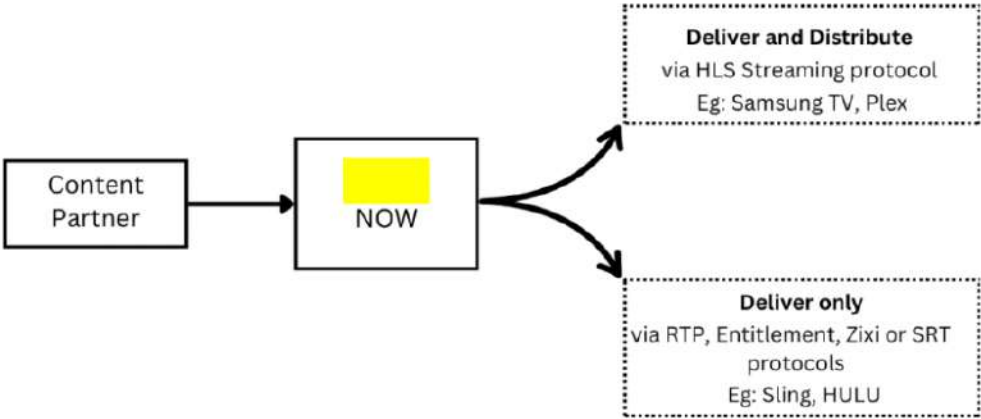
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- Upload via mKSS
- Update an existing ingestion source
- Upload bulk metadata using CSV
- Set up a Channel
 - Setup a Channel with Configurations and Artwork
 - Restream a Channel
- Add Channel Details
 - Channel Information
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 - Add Delivery to a Channel
 - Delivering to Zixi and SRT based platforms
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Before you proceed to set up deliveries, you might want to understand what these protocols are and how they play a role in the way content is delivered to the end viewer.

NOW delivers to protocols other than HLS

NOW also delivers to platforms using streaming protocols such as SRT, Zixi, or RTMP protocols. These protocols allow you to stream live content. When you choose a platform to deliver with one of the streaming protocols other than HLS, NOW can only deliver to those platforms and not distribute them.



NOW automatically configures certain source parameters when a delivery is created, for example, the source type, maximum bitrate, and minimum latency. You need to provide the source or destination IP address and inbound/outbound port to complete the setup.

Note

Delivery preview is not available when only deliveries are created and there is no distribution.
Monetisation is not available when only deliveries are created and there is no distribution.

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NOW delivers to protocols other than HLS



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Switch Deal Types Business model

Monetisation deal Linear TV page

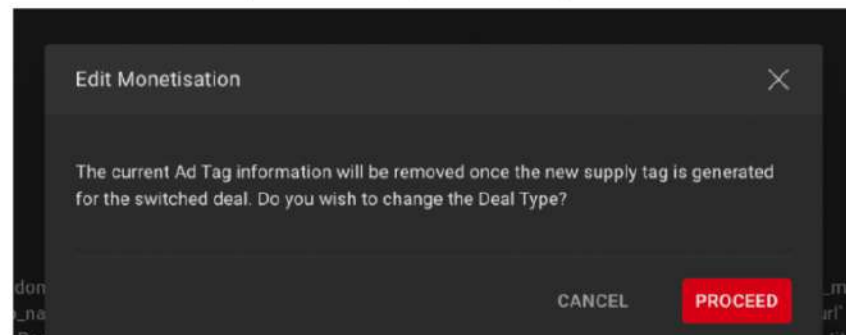
When you create a delivery for the channel with monetisation enabled, you also choose the ad monetisation deal type such as Revenue share or Inventory share. This generates a specific supply tag that cannot be changed.

However, if the ad monetisation deal type changes for the same region as what you had earlier setup, you can change the Deal Type and regenerate the Supply Tag for the new deal.

Switch Deal Types

Follow these steps to switch between the deal types.

1. Go to the Linear TV page of the amagi NOW UI and then choose All Channels.
2. Choose the specific channel which you wish to change the monetisation deal and go to Deliveries.
3. Choose the previous delivery configuration.
4. Go to the Monetisation pane and click on Edit.
5. Change the monetisation Deal Type. An Edit Monetisation dialog pops up to confirm that a new supply tag will be generated for the switched deal.
6. Click on **PROCEED** to proceed to change the Deal Type.





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Schedule Programs

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Timers, Clocks and Channel Status

Understanding the clocks displayed in the UI

Understanding the status icon in the condensed view

How to view the Status of the channel

See how much time is left till the end of the current show

Time till next start of next SCTE

Time until start of next Live

Powered by DOCUMENT360

Understanding the clocks displayed in the UI

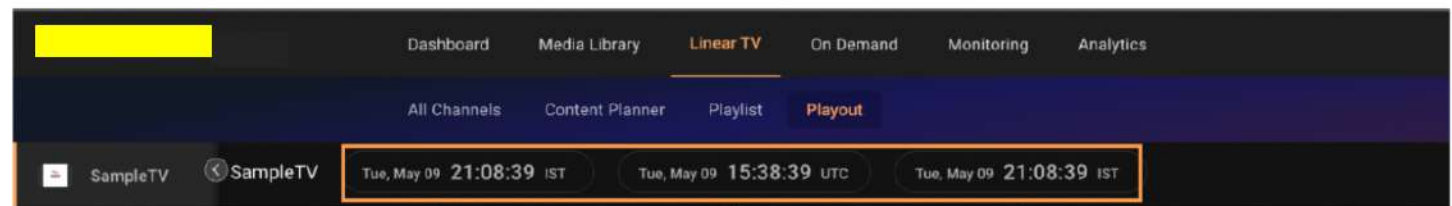
Updated on 20 Jun 2023 · 1 Minute to read

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You may want to understand the Channel Broadcast Time and the timezone you are in. The clocks in the various time zones provide a quick reference to the time in various time zones that are relevant to the configured channel.

Understand the clock displayed in the amagi NOW UI.

1. Go to the **Payout** tab of the **Linear TV** NOW UI.
2. At the top of the UI, you can see the different clocks in various time zones.
3. The clocks show the Channel Timestamp, the Current time in the operator's region, and the UTC or GMT.



Channel
Timestamp

Operator
Timestamp

UTC
Timestamp