

ASTRA Media Factory

One platform. Three dimensions.

Product Datasheet



Product Overview

The ASTRA Media Factory by Aveco is a sophisticated, multi-dimensional platform designed to handle the complex needs of modern media production and distribution. This system is structured around three core dimensions:

- 1. Service Range:** ASTRA Media Factory supports the entire lifecycle of media assets, including studio production, management, playout, and distribution. This comprehensive service spectrum facilitates content creation, management, and delivery.
- 2. Operational Environments:** It is versatile across various operational setups, functioning efficiently in on-premises, remote, and multi-cloud environments. This adaptability allows for seamless equipment and media management integration across these varied platforms.
- 3. Integration Capability:** With an extensive library of integrated third-party products, ASTRA Media Factory ensures compatibility and future-proofing. It allows media companies to leverage their past investments while expanding into new technologies and platforms.

The system enhances operational efficiency by automating all steps in the production process, from ingesting of content to playout, and includes advanced features like media asset management tools to speed up editing and production processes. Moreover,

its self-healing architecture ensures uninterrupted service by automatically rebuilding and rerouting resources as needed.

ASTRA Media Factory has been recognized for its innovation and effectiveness, evidenced by its win at the NAB Show 2024, which underscores its standing as a leader in media automation solutions

Key Features

Operational Flexibility:

- **Deployment Models:** Offers on-premises, cloud, and hybrid options to suit different technological landscapes.
- **Remote Management Capabilities:** Essential for managing live event productions remotely, enhancing flexibility, and responsiveness.

Integration with Broadcast Workflows:

- **Compatibility:** Compatible with industry-standard broadcasting equipment and software.
- **Real-Time Data Handling:** Optimized to support live broadcasting, ensuring minimal latency.

Reliability:

- **Architecture:** Robust and designed for high availability, ideal for large-scale operations.
- **Self-Healing:** Features automated problem resolution to maintain continuous operation without disruptions.

Scalability:

- **Expandability:** Scales effortlessly to accommodate global events and new technologies.
- **Flexibility:** Adapts to rapid changes without requiring major system overhauls.

Compliance and Security:

- **Industry Standards:** Complies with critical security and data protection standards applicable to broadcasting.
- **Digital Asset Protection:** Implements enhanced security measures to safeguard against digital threats.

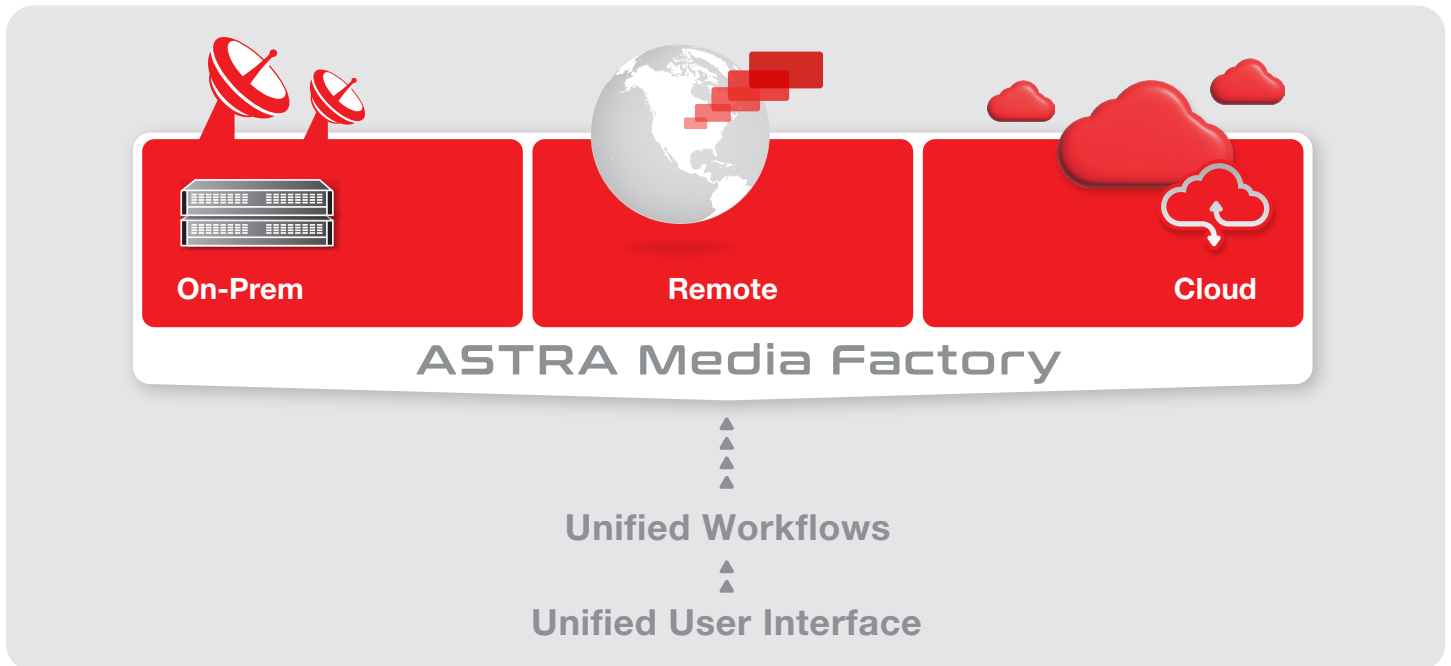
Benefits for Broadcast Engineers:

- **Engineer-Focused Design:** The user interface and features are specifically designed for broadcast environments, emphasizing ease of control, and access.
- **Reduced Operational Complexity:** Reduces the reliance on continuous IT support, allowing engineers to focus more on content quality.

Applications:

- **24-Hour Channel Playout with ASTRA MCR:** Ensures around-the-clock broadcast operations, supported by advanced scheduling and redundancy to mitigate downtime.
 - **FAST Channel Management:** Provides tools for initiating and managing Free Ad-Supported Streaming TV (FAST) channels, supporting dynamic, linear-style programming.

- **Disaster Recovery:** Includes architectures that offer fail-safe mechanisms and backup solutions, ensuring resilience and quick recovery during system failures or external disruptions.
- **Localized Content Insertion:** Enables the insertion of localized content, allowing broadcasters to customize broadcasts based on geographic or demographic insights.
 - Integrates server-side ad insertion (SSAI) to blend ads smoothly into video streams, enhancing viewer experience.
 - Supports client-side ad insertion (CSAI) for dynamic ad decision-making and targeting, providing an interactive advertising experience.
- **Media Asset Management with Gemini:** Offers comprehensive media asset management functionalities - including metadata management, archiving, and content retrieval - simplifying the management of extensive media libraries. Provides advanced tools for content tagging and searching, as well as baseband and file ingest capabilities.
- **Live Event Broadcasting with ASTRA Studio:** Manages the news studio production process efficiently.
- **Live Sports Broadcasting with ASTRA Ad Juggler:** Facilitates MCR-driven ad insertion suitable for live events, including remote sports productions.



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