

Planetcast International resets the economics of media disaster recovery with new free services

- *Launches Playout Disaster Recovery with Zero upfront cost for customers including broadcasters, video content owners and operators*
- *Provides complete FREE Disaster Recovery option for linear playout operations*
- *Cloud Playout Disaster Recovery now joins the existing Planetcast International portfolio of cloud-first asset management and playout services and solutions*

London, 13th April 2022 – Planetcast International, the new division of Planetcast Media Services which has a 25-year heritage in broadcast and media services, today launches a free-to-provision and free-to-maintain cloud-based playout disaster recovery service for customers, including broadcasters, video content owners, and operators. The service provides commercial revenue and brand reputation protection for broadcasters who run their own playout operations or who outsource to a third-party provider and cannot afford expensive dual redundant facilities.

“Our new disaster recovery service is as close as you can get to a free lunch in broadcast technology,” says Mark Beard, Planetcast’s Senior Vice President of International. “Most Tier-1 broadcasters have disaster recovery in-place, but it more than doubles their total playout cost. For many Tier-2 and Tier-3 broadcasters, this means that they cannot afford disaster recovery, and are therefore at risk. To address these issues, we have launched our unique disaster recovery service, that has zero set-up costs* and zero charges* until the service is used. Even when disaster recovery is invoked, our charges are modest and much lower than the reputational damage and financial consequences of a channel being off-air.”

Planetcast International Playout Disaster Recovery solution includes three core elements. MAM.C, an always-on media asset manager that resides within the cloud and manages programme schedules and content. This is linked to CLOUD.X, a full featured cloud-based playout platform. When invoked, CLOUD.X sends content to RECASTER, Planetcast’s dynamic IP transit solution, which in turn delivers a secure internet stream to a broadcaster’s distribution provider.

The Planetcast Playout disaster recovery solution is fully featured, and its core elements, including MAM.C, CLOUD.X and RECASTER, are already in use at some of the Asia largest media companies, including Disney, Star TV and Viacom, where they are used daily to playout content to billions of viewers. This service can also be used to enable the launch of ‘pop-up channels’ and cloud-based content archiving.

“The Planetcast International disaster recovery service is currently being launched as a zero-cost insurance policy for our discerning customers,” said Sanjay Duda, Chief Operating Officer of Planetcast Media Services. “We’re already getting a high-level of interest from the major broadcasters we’ve demonstrated the service to, and for channels without disaster recovery in place, we’re excited to be taking away the existential risk of being off-air for hours or days. The fact that this service can also be used to cost-effectively launch revenue generating services such as ‘pop-up’ channels is an additional customer bonus.”

*subject to terms and conditions

Planetcast International is taking cloud-based services that already touch over a billion lives in India and Southeast Asia and optimizing them for the global market. The Planetcast International service portfolio, which will be launched at NAB Show in Las Vegas this month (23 – 27 April) includes:

CLOUD.X

Planetcast's advanced CLOUD.X suite is a holistic multi-function solution designed specifically for the media industry. CLOUD.X offers much-needed flexibility to broadcasters and content creators looking to quickly create a professional quality packaged linear channel service on the cloud. CLOUD.X helps evolve workflows creatively as broadcasters respond to unique dynamic conditions, delivering efficiency, innovation and cost saving. CLOUD.X enable frictionless remote collaboration and seamless global content delivery.

MAM.C

MAM.C is an advanced cloud-based media asset management system that enables the broadcasters and content producers to manage large volume of Audio, Video and other Media content. It manages media content from ingest to delivery. Its core processes include Content Acquisition (audio, video, playlist), Editing (i.e., renaming, proxy creation, transcoding), Manual and Auto-QC, Playlist/Schedule, Cue Sheet, Of command As Run management, and Content Housekeeping and Archiving. It is easily be integrated with major Automation Systems like Media.X, D-Series and ADC

About Planetcast International

Planetcast International addresses the needs of media and entertainment companies in Europe, North America and LatAm for cloud-first media services that enhance, protect, organize and deliver video content. Planetcast's media services reduce costs and improve quality across the entire broadcast chain, from acquisition through to final distribution to the consumer.

Planetcast International is part of Planetcast Media Services, a leader in providing media services that already touch a billion lives in India and Southeast Asia. Owned by Apollo Global Management, Planetcast has a 25-year heritage in broadcast and media services and employs over 1,000 professional staff. Planetcast Media Services counts some of the world's largest media brands as its customers, including Disney, Viacom, Sony, Amazon and Star TV.

LinkedIn: <https://www.linkedin.com/company/planetcast-international>

Twitter: [https://twitter.com/Planetcast Intl](https://twitter.com/Planetcast_Intl)

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Note to Editors:

Planetcast International will make its North American debut at NAB Show 2022 in Las Vegas on April 23-27. The show offers a great opportunity for visitors to the Planetcast stand (W4713) to meet the international team face-to-face.

To set up a meeting to discuss the company's services, contact the Planetcast International team at info@planetcastinternational.com

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