



PLANETCAST

Touching a
billion lives
through
our best-in-class
broadcasting solutions

www.planetc.net



About us

PLANETCAST is a key market player in providing technology-led managed services to the broadcasting industry in India & neighboring countries with rapidly growing footprint across Southeast Asia.

We provide comprehensive, customized solutions across content management operations (including content storage, enrichment and automated play-out) and distribution (including satellite broadcasting/uplinking, digital streaming and cloud distribution). We are proud that we are held in high esteem in the outsourced distribution and play-out services segment in India.

We provide end-to-end solutions across key segments of the broadcast content delivery chain. With a robust track record of nearly two successful decades, we have been offering most agile and state-of-the-art services to broadcasters. We are driven by a passion to help business units build stronger and innovative services.

PLANETCAST enables global enterprises make their operations as efficient and cost-effective as possible, thereby unleashing new potential across organizations. Our uniqueness lies in our ability to assist customers meet complex technical and operational challenges and thereby enhance productivity.

PLANETCAST's ability to conceptualize, architect and implement new and expanded capabilities allows clients take their business to the next level.



Digital Media Technology Service

These include consulting, design, workflow management, manpower planning, supply of turnkey projects, build-operate-transfer, training and outsourcing complex media technology operations through completely customized offerings.

PLANETCAST team specializes in transforming a site from the bare shell to state-of-the-art broadcast centre; be it for news, for entertainment or sports or any other television channel. We start engagement with the customer right from planning, system designing to integration, installation, testing, commissioning and final delivery of the project, adhering to agreed timelines and budgets. At the same time, we ensure smooth functioning of the site by providing adequate training to the manpower with hand-holding post completion.

PLANETCAST's deep rooted relationship with all the leading equipment manufactures makes our solutions even more flexible and our expert in-house competence ensures the perfect choice of software & hardware for your operation. PLANETCAST has designed and built some of the major projects in SAARC and SEA markets.

The capability of setting up of all types of channels (news, entertainment, spiritual & sports) typically includes studios, PCR, MGR, CAR, voice over booths, editing suits, playout automation, MAM & NRCS, Teleports, DSNGs, outdoor production units and technical training etc.

Services include

- Technical Consultancy
- Developing a systematic work-flow for a Broadcast Station
- Turn-key Installations
- Broadcast Engineering Services
- Service Level Agreements (SLA) & Annual Maintenance Contracts (AMC)
- Modernisation of Legacy Technology and Continuity of Services
- Comprehensive Project Management Solutions
- Technical and Operational Personnel Training

PLANETCAST's in-house designed and developed broadcasting software is flexible, customizable and stable. Catering to any kind of broadcaster, be it news, sports, entertainment or any genre.

Some of the other features of our services include

- NEWS.Mis our NRCS software for news channels
- MEDIA.Xis our Playout Automation
- MAM.C is Media Asset Management software
- LOG.ME is for off-air Logging

Disaster recovery "DR" has become an increasingly important & integral part of business planning for any broadcaster be on terrestrial or satellite networks. A temporary loss of signal can result in the audience in switching to other channels or networks or loss in revenue. For that reason, operations must NOT be interrupted at any given point of time.

Our solutions are designed to support streaming needs for multi format (android, Windows, iOS etc.) and multi device (Tablets, PC or smartphones etc.) uni/multi-cast streams with multiple capabilities offormats and video players.

The standard approach to overcome is mainly

- Maintaining a mirrored play out system at a remote location.
- Parallel uplink facility in case of emergency.

PLANETCAST's facility is well equipped for providing any of these services.

- Reliable & stable mirrored playout signal.
- High Content Security.
- Availability of seamless transition to mirrored playout.
- Premium automation system with built-in features for providing consistency with the primary playout channel.
- Cost-effective off-site, lower operational expense (reducing space and energy & other operational expenses).
- Facilitates Seamless integration with most of globally known automation system, graphics system, headed equipment eliminating the need for a separate process to bridge operations between main site and backup.
- A mix of main and backup channels in one site for diverse and resilient disaster recovery.
- In house expertise managing & monitoring mirrored playout with low cost solution.
- Facility of Parallel Uplinking to various satellites from NOIDA. Parallel streaming using FIBER connectivity. Vital part of PLANETCAST's solutions is customization as desired.

Content Production and Acquisition Services - Production facilities, high performance 4K shooting floors with complete set up for short term, long term events, programming for creatives with best of the technologies for generating world class contents.

PLANETCAST has a fully operational studio shoot floor with its own Production Control Room set up for customers. With two Edit Suites and a Voice Over Booth next to it, the facility is complete in itself. Based on customer requirement, the floor can be provided.

For catering to any kind of studio on hire service, currently we have facility in Naida and Singapore, Mumbai to be added soon.

This new form of production technology services on cloud, provides a unique solution for the television production houses and content creative agencies etc. The shoot floor feed directly can be put through local NAS to cloud and is ready for post-production for global creatives and collaborative post productions. The platform further provides real-time creative features using state-of-art cloud platform, which envisages the use of well-established post-production technologies e.g., Apple, Avid, Adobe etc. with high grade of networked creative groups.

The unique offerings include editing, mastering, colour correction, dubbing, subtitling, graphic designs and variety of other customized networked services.



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Cloud Based Content Management Services

The unique cloud platform technology provides the best offering in this part of the world with its own cloud infrastructure including media content storage, robust architecture of cloud covering the digital media eco-system from acquisition, production management, curating/ post production, content management, formatting/transcoding, distribution across variety of devices for monetisation of all kinds of contents (viz. premium, professional, user generated etc.), thus creating the first e-market place for digital media. The platform is ideally suited for advertisers, geo-specific deliveries, personalized ad deliveries, the content owners & TV channels etc.

The digital platform featured with comprehensive software packages including Analytics, Financial & Tax packages for global transactions, Digital Right Management, SLA Management etc.

Cloud Storage & Library Services

Managed NAS on the cloud service with content security, controlled user access and remote management capability. The Cloud Library is provisioned with sufficient access bandwidth and

controlled by a high-end MAM to ensure easy, fast search and retrieve function with optional transcoding and other preparation functions.

Media Asset Management (MAM) on Cloud

Complete MAM on Cloud with user licenses which can be configured based on several parameters, and if required provided on pay-per-use basis.

Cloud Broadcasting

PLANETCAST offers broadcasters a new way of bringing TV signals from playout locations to head-ends in either DVB-ASI or MPEG-TS over IP. Our deployed proprietary technology transmitters and receivers use the existing Internet infrastructure and an optimized communication protocol to distribute the TV channels worldwide. Contents are distributed on demand, in encrypted form and can only be decrypted by the receiver that has requested the stream.

OTT Cloud Based Services

PLANETCAST unfolds new paradigm in OTT services. Its cloud streaming is the professional-grade service for streaming media to audiences of any size on any device - from encoder. Reaching global audiences with high-quality, custom-branded videos with no additional infrastructure.

The combination of our distribution services along with the features provides an excellent OTT platform for the media customers for efficient distribution of its content and monetisation of the same at various times and in various territories. The OTT platform provides high quality features and also customised services for diverse distribution needs of primary or secondary content.

Our solutions are designed to support any kind of streaming needs, be it for any multi-format (android, Windows, iOS etc.) multi-device (tab or mobile or PC etc.) or single device- single format.

We offer the following live digital TV Services as a package

- Receive live TV feed
- Ad insertion (cue-tone required)
- Graphic Overlaying
- Addition of special animations like countdown event timer
- Logo Insertion
- Removal & swapping of audio tracks
- Dolby 5.1 processing (down-mix)
- SD/ HD (up/ down/ cross conversion)
- Audio leveling & video legalizing
- Multi-format & multi-bitrate feed packaging
- Time Delay
- Delivery to CDN
- VoD
- Media market place
- Delivery and publishing of various media formats

Cloud Payout

Cloud Payout and Delivery Platform is a Cloud based Service Platform designed to help a broadcaster create multiple linear channels from their content library and deliver these at low cost to local distribution platforms.

Key features of the solution

- Remote Content Upload
- Transcoding support for content uniformity
- Media Asset Visibility
- Managed autonomy to simplify creation of multiple playlists from any remote terminal
- Automated Multi-Channel Payout driven by multiple playlists
- Secure cloud based delivery of transport stream to local distribution platform (point to point or point to multi-point configuration)



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Post Productions Services

PLANETCAST has recently launched commercial services for post-production in Noida & Singapore facility. The services are complemented with state of the art Media Asset Management solution which streamlines all the processes including.

Services include

- File transfers inside the facility as well as with organizations outside the facility, with web-based view and SMS & e-mail intimations.
- Automated workflow with 3rd party solutions including transcoding, file based QC etc.
- Customized dashboards for various users and much more.
- We also offer setting up of high-end post production facilities in the customer's premises.

The post production facilities are monitored by the state-of-the-art facility management system, which keeps tracks of vital parameters of the facility right from the incoming raw power to generators, UPS, facility environment, Rack & CPU health with built-in alarm systems (incl. SMS & e-mails) and logging of all monitored parameters.

Sub-Titling, Dubbing & Voice Overs

PLANETCAST is facility ready for any kind of value added services such as Sub-Titling, Dubbing & Voice Overs. Our state-of-the-art infrastructure with all latest equipments in place makes these services very affordable and economic for our customers.

Content (Ad) Replacement

PLANETCAST provides Ad replacement service to even live transport stream to broadcasters.

Some of the prime features of these services include

- Live - Zero delay to broadcast.
- Broadcast quality ads insertion & payout.
- Highest signal quality.
- Seamless integration with existing TVs and TV feeds.
- Ads replacement onto big screens during key events and 24/7.
- PAL or NTSC compatible.
- Scalability to accommodate network size and connectivity.

Solutions that can cater to any size of content & broadcaster.



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Content Management

The complex workflows for any media company/ corporates are efficiently managed with highly experienced team of software professionals. We offer provisions for one of the most modern post production facilities, as well as traditional technology systems at various geographical centres including Noida, Mumbai, Kochi and Singapore. The latest addition is going to be an integrated cloud based post production systems. The flexible system operations provides use of infrastructure with licensed softwares as Apple, Adobe etc. or customers own license from anywhere across the globe (especially designed for poor internet service zones as well).

Playout and Content Management

PLANETCAST has pioneered in providing highly customized playout services on SD, HD & 3D platforms for single channel and multichannel broadcasters from its state of the art technical facilities in NOIDA, MUMBAI, KOCHI & SINGAPORE.

Right from content and playlist acquisitions, quality checks, on-air frame accurate playouts with complex and dynamic graphical overlays, multipoint monitoring to as-run log delivery to customers, the services are supported with high degree of automation.

With our media asset management services, customers have unprecedented knowledge of the availability, location and format of content with storage details even on their smart devices.

The technical infrastructure is monitored by an intelligent facility management system that proactively measures the health of the complete facility. All operations are monitored by highly trained operators and supervisors on a 24 x 7 basis.

Customers use these solutions not only for traditionally uplinked channels but also for specialized international channels, delivered on terrestrial networks, as well as for multi-device consumption.

Some of the prime features of these services include

- Complete File Based Playouts in SD, HD or 3D including content & playlist acquisition, QC, Storage, Frame accurate playout with versatile automation systems, complex multi-layer graphics overlays, DV effects, with compliance recording.
- Extremely quick roll-out of new services and workflow changes.
- Playout Operators & Supervisors with Broadcast Engineers.
- 24 x 7 Operations in 3 Shifts with Dedicated Help-Desk.
- Complete MIS including As-Run-Log, RCA, S&P Reports, Monthly, Annual Technical & Operational Reports. Hi-Tech infrastructure with redundant controlled power, precision timing.

Deep Archiving & Library Services

Comprehensive services offered by PLANETCAST are innovative and secure Archiving Solution, seamlessly integrates with various 3rd party archival (LTO/ Disks) systems. Apart from easy writing to tape/ disk and retrieval options, it can also track contents and its location.

Multi-format digitization, content tagging, long term preservation, instant retrieval, usage and re-purposing is supported. A range of services to digitize, restore, preserve and provide access to classic and current sound and video recordings in any format are offered. Our service is suitable for a wide range of archive owners. Our solution is not just confined to broadcasting companies but it is equally suited to other verticals like cultural institutions, libraries and universities to record labels, archive websites and private collectors.

PLANETCAST's Archival solution fits well with

- Any Sound Medium: Be it analogue media such as shellac discs, vinyl records, direct cut discs, acetate discs, wire recorders, old office dictation machines, all types of magnetic tapes, VHS and cassettes, or digital media such as DAT, U-matic audio, digital VHS, CD-R.
- Any Video Format: Be it analogue media such as VHS, BetaSP, UMatic, 1 inch, 2 inch, D3, D9 or digital media such as DVC Pro, DV Cam, P2, XDCAM, Mini DV, HDCAM, DigiBeta.

Media Asset Management

MAM is the derived category from Digital Asset Management addressing to Audio, Video and other media content. PLANETCAST's unique solution developed, designed by highly experienced R&D and Software team at Naida has made this product feature rich and yet economical and a highly stable one with several years of operational experience.

The PLANETCAST solution is used to manage audio, video and other media content. Generally assets are managed and stored in digital format. An asset is described by its Meta data. It creates centralized repository for media files that allows the content to be archived, searched, and retrieved.

The media content stored in database is called asset repositories. Via unique conversion solution of media format, tracking location of media asset, transfer media clips from one server to another, archiving of media is possible easily.

Content Enhancement & Enrichment

PLANETCAST has defined infrastructure for providing services pertaining to content management & enhancement services.

These include

- Content Library
- Content Digitization
- Editing
- Mastering
- Restoration
- Colour Correction
- Graphics
- Other specialized post production services



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Outdoor Media Acquisition and Media/ Live Event Coverage

PLANETCAST has pioneered the concept of outdoor media delivery via satellite in India. It is a leading provider of DSNG & Occasional Use services for News, Sports & special events in SD and HD having developed our expertise with creative solutions with number of years of experience. Maximizing our strategic location within Asia, the content can be delivered to every corner of the world.

We offer DSNG & Occasional services which are flexible, efficient and cost effective. To offer these services effectively PLANETCAST maintains the largest fleet of mobile Uplinking kits & vehicles on SD, HD, 3D platforms, operating on C & Ku band to bring big ticket events (sports, political, cultural, etc.) live to TV viewers. In addition to the above, we also lease out our fleet on long term basis to news channels. We also design, integrate and supply customized OB/ DSNG vans for our customers.

Features

- Services designed for live coverage for news, sports, entertainment and corporate events.
- Licensed to operate across India.
- State-of-the-art DSNG and flyaway kits with auto tracking antenna systems.
- Completely self-contained units with on-board Gensets and UPS & AC mains supply on vehicle.
- All critical equipment in redundant configuration.
- Live 2-Way links through on-board receivers for coordination etc.
- Remote end downlinking monitoring.
- Technical monitoring at co-ordination center (NOIDA).
- Program Management & Project Management Engineering through a team of dedicated engineers with domestic and international experience of large and high pressure events.
- DSNG/ Occasional Uplink Options.
- Platforms: SD/HD/3D.
- Operational Frequencies: C & Ku Band.

- Encryption Options: BISS, RAS and any other customer required encryption.
- Modulation: DVB-S/ DVB-S2.
- Antenna Size: 1.2 Mtr. - 3.8 Mtr.
- Compression: MPEG-2/ MPEG-4 encoding.
- Single/ redundant chain & many more.

The company has unblemished record of delivery and some notable highlights are:

- Vast experience in covering various kinds of sports for satellite transmission and worldwide distribution in INDIA, SOUTH EAST ASIA, CHINA, SRI LANKA, BANGLADESH, UAE, OMAN & SOUTH AFRICA.
- Over 30 Broadcast DSNG vans in C-Band & Ku Band configuration and 18 C-Band Fly-Away with latest technology based High definition/ Standard Definition equipment.
- Sound, experienced & internationally accredited technical manpower to cater all kind of transmission requirements.



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Special Purpose Internet, SATCOM and Broadband Networks

PLANETCAST provides special purpose networks for variety of applications using its ISP & VSAT services. The major area of our engagement are defence operations, security, infrastructure monitoring and management, water resource management, smart cities applications etc.

We are also capable of provisioning special purpose complex networks for media, IT and telecom services for remote areas and mobile SATCOM network.

VSAT Services

PLANETCAST provides customized solutions and services in the field of data, voice and video communication based on satellite based networks. The solutions are custom designed for the specific business requirements across various industry verticals including oil & gas, automobiles, banking & finance, entertainment, lottery, education, railways, defense, SCADA etc.

PLANETCAST has multiple hubs on multiple technologies (MFTDMA, TOMA, DAMA and SCPC) on both Ku and XC band. PLANETCAST 's PAN India presence, its tie-up with a number of

franchisees and 24 x 7 dedicated help-desk is key to quick installations and effective after sales service and support.

PLANETCAST is one of the premier V-SAT service providers in the country, having large number of installations. We have sourced and successfully absorbed almost all VSAT technologies from several leading OEMS across the world. This enables us to provide any solution in Extended C and Ku band which is best suited to customer requirements at optimal costs.

All our VSAT solutions support broadband connectivity (data, voice and video) for bandwidth hungry applications. PLANETCAST is also a Class A ISP service provider, enabling us to provide broadband internet connectivity through VSATs in any part of India.

Data Multicast Services

Data multicast and narrow cast services are currently suitable for disaster prone, inaccessible or poorly connected remote areas.

Distance Education & Telemedicine Services

PLANETCAST has (and also can provide customized) very advanced platform for Distance Education via satellite. This very platform combines the critical aspects of verbal and visual communication - bi-directional video and audio synchronization with rich content, discussion groups, application sharing and live interaction.

This communication platform reaches to a large number of people in real-time. With this platform, live & interactive sessions become highly intuitive and effective, as video and rich interactive content are delivered directly at the student's system.

The Platform is user friendly, highly secured & encrypted using

- IP endpoints (SIP)
- Public Services Telephone Networks (PSTN)
- Satellite-based corporate work infrastructures

Mobile Internet Services

PLANETCAST has the requisite facilities to provide internet in remote areas and also a new form of satellite based internet services for mobile platforms including surface transport, maritime and aviation industry.

SCADA Network & Services

PLANETCAST Technologies Limited is a leading service provider developing critical/ special purpose in the various application areas.

The company has tie-ups with all major manufacturers in the industry and is committed to supply best products available for the required application. Working as a System Integrator in the field of Hydro-Meteorology and SCADA, the company is providing services on turn-key basis in multiple areas.

PLANETCAST has highly skilled professionals with diverse and rich experience in areas of Hydrology, Meteorology and Communication.

Service Spectrum

Hydrology

- Ground Water Monitoring
- Surface Water Monitoring
- Water Discharge Monitoring
- Water Quality Monitoring

Telemetry

- VSAT
- Insat Transmitter
- GSM/ GPRS
- Radio/ WIMAX
- Wireline Communication

SCADA

- Canal Operation & Dam Gate Automation
- Electrical Transmission System Automation
- Oil and Gas System Automation

Meteorology

- Automatic Weather Station
- Snow Depth & Water Equivalent
- Aviation Meteorology
- Road Meteorology
- Agricultural Meteorology
- Weather Radar & Sodar
- Wind Profiler

Defence Networks

PLANETCAST has the capability to provide secure, satellite based network for defense forces, security forces and other similar agencies.

The capability and the expertise in providing fixed, transportable and on-the-move (mobile) Satcom Solutions make it a complete technology service provider for special purpose and critical communication networks.



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Digital Media Distribution Services

The Digital Media Distribution Services are provided via satellite, landlines/ internet and on cloud. The Digital Media Distribution Services in all forms have very high quality of services and being used by premier media houses of the region. Media distribution is accomplished across various domains and regions.

PLANETCAST has one of the largest teleport networks in India. It has teleports in India (Noida, Mumbai & Kochi) and Singapore (New Tech Park). State-of-the-art technology and a high level of service level delivery are key features of the teleport. These features are attained using a high degree of network redundancy and fail safe mechanisms for discerning customers along with basic (no-frills) services for the smaller players from our various teleport facilities in India and Singapore.

PLANETCAST's end-to-end solutions include uplink, downlink, turn-around and playout services from our advanced, fully automated and redundant teleport facilities. Strategically located at the cross roads of North, West, & South India, our teleports serve for long term and occasional use broadcast clients from around the world.

Having the most advanced HD, 3D and SD digital technologies, our dish farm with C-Band & Ku-Band capabilities; and comprehensive world-wide coverage, the capability exists to deliver television channels anywhere on the globe.

Our tailored service solutions from traditional teleport to flyaway and transportable uplink & downlink systems meet the mission critical needs and requirements of every media customer.

Our teleport provides services in SCPC as well as MCPC platforms for SD and HD channels with MPEG-2/ MPEG-4 compressions and DVB-S/ DVB-S2/ S2-Ex modulations. The facility is capable of uplinking channels on premier satellites like ASIASAT, INTELSAT, MEASAT, INSAT series amongst others.

Our offerings include custom engineered solutions including integration services.

Some of the other features of our services include

- Unmatched service level deliveries.
- Convenience of studio, post-production, playout and uplinking & from the same place.
- In-house content monetization platform to further monetize the content apart from a linear television channel.
- Video connectivity with on-site PoP of all the major Telcos & CON providers.
- Wide range of additional options with seamless adaption/ expansion capabilities.



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CLOUD PLAYOUT

Cloud Playout is a Cloud based Playout Service Platform, designed to help a broadcaster create multiple linear channels from their content library and deliver these at low cost to local distribution platforms. Cloud Playout provides flexibility to upload the content and playlist from anywhere, anytime.

Key Benefits

- Based on OpenStack Cloud Computing
- Low Operational Cost compared to Traditional Playout
- Broadcaster has complete Operational Control
- Remote Content Upload
- Transparency- Broadcaster can view the content and its status
- Scalable - Number of Channels and Storage can be increased as required
- Automated Multi-channel Playout driven by multiple playlists
- Secure Cloud Based Delivery of Transport Stream to Local Distribution Platform
- Used as Economical Disaster Recovery Solution

Planetcast OTT Cloud Based Services

PLANETCAST also offers OTT Services. Its cloud streaming is the professional-grade service for streaming media to audiences of any size on any device - from encoder. Reaching global audiences with high quality, custom branded videos with no additional infrastructure.

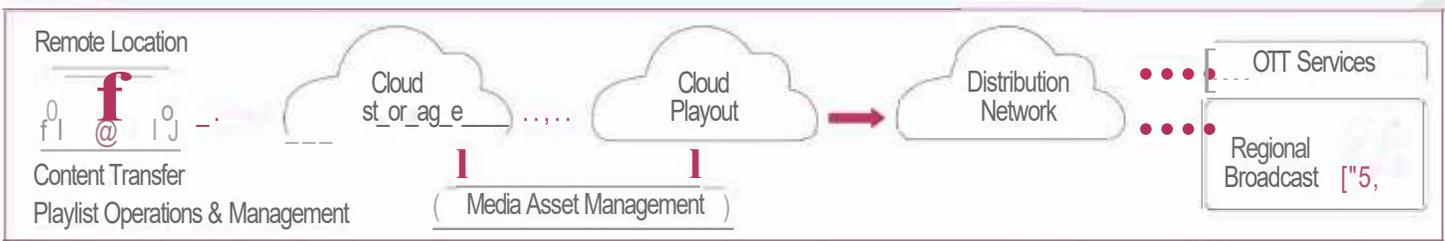
Key Features

- Supports SD & HD Video Content
- Supports all standard formats including MXF, MOV, MPEG-2, MPEG-4.
- Supports various playout outputs based on IP and SDI interface.
- Low Resolution File Generation for preview
- Scalable Storage Capacity as per Broadcaster requirement
- Web Browser Access & Control
- Seamless MAM integration
- AutoQC
- Transcoding support for content uniformity
- Customized as 'Run Log'
- Graphics Overlaying

Cloud Distribution Services

Planetcast offers broadcasters a new technology of bringing TV Signals from playout to head ends in either DVB-ASI or MPEG-TS over IP to distribute channels worldwide at low cost. PLANETCAST further offers services like ad insertion, removal & swapping of audio tracks, SD/HD conversion to customise the playout feed region specific.

Workflow



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OUR VALUE PROPOSITION

Key Market Player

- One of the largest technology-led managed service providers for the Indian Broadcasting Industry.
- Sustained value-add to customers in content delivery services.

Fastest Response Time

- We truly understand that content operations and distribution services are mission critical for broadcasters.
- We ensure your business never skips a beat, even in the face of disaster.
- PLANETCAST – A true 24x7x365 Company.

Comprehensive Suite of Services and Customized Solutions

- We provide tailored solutions for customers' specialized business needs.
- Our uniqueness lies in end-to-end services across the content delivery chain, catering to multiple formats, channels and delivery mechanisms.
- Cutting edge technology adapted to Indian market requirements, ensures reasonable pricing and flexible solutions.

Expertise/skill set

- Our strong technical manpower, robust & future ready infrastructure and standardized processes ensure high quality of service.

Marquee Clientele

- Our belief in collaborative success has helped us emerge as a trustful technology partner to nearly all leading global broadcasters.



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