

The Dynamic Media Factory - Harmonizing ICT and media workflows and operations

[Tagungsprogramm - Übersicht](#)



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Thomas Gunkel is Global Market Director Broadcast for Skyline Communications and is responsible for the broadcast customers within the company. With more than 20 years of experience in sales, business development, solution design and engineering of broadcast and video solutions for broadcasters, network providers and service providers, he joined Skyline Communications in April 2017. Previously he has held several technical and sales positions at Imagine Communications,

Harris Broadcast and EVS. Thomas holds a master's degree in media technology from the Stuttgart Technology University of Applied Sciences.

Kurzfassung des Vortrags

Dienstag, 4. Juni 2024

16:10 bis 17:50 Uhr

Saal 1: Themenblock Produktion, Workflows

This presentation discusses how media organizations can optimize operational efficiency in a rapidly evolving media landscape to ensure future success. While they need to embrace many general IT concepts for this, at the same time traditional IT tools often fall short because of their particular needs.

The needs of media teams involve real-time operations, 24/7 availability, management of high-bitrate video flows, and accurate timing, while common ICT topics are security, data-driven management, and continuous evolution using DevOps principles. To reduce cost, improve efficiency, and innovate workflows and business models over time, both worlds need to be harmonized. MediaOps architecture is the underlying foundation to achieve this.

With a showcase developed together with several tier-I customers in the media industry, the presentation demonstrates how the life cycle of events, work orders, and productions can be managed and automated by applying DevOps principles, including automated inventory onboarding and reservations of offline (people, rooms, etc.) and online (on-prem equipment and cloud-based functions) resources. Cloud-based resources first need to be automatically deployed before they can be configured. Connectivity across technical domains (RF, SDI, IP, etc.) is essential, as are user-specific real-time control and monitoring interfaces. Once events are finished, resources are also automatically undeployed, and resource utilization is tracked for billing purposes.

The presentation concludes with guidelines for media companies to gradually reach their goals and evolve based on a solid MediaOps architecture.

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