



A cloud-native, on-demand master control platform for scalable live and OTT workflows

End-to-End Signal Integrity

Contribution feeds arrive over the BitFire Transmission Network with redundant IP paths and hitless failover, ensuring seamless, uninterrupted output.

Built for Live & OTT Workflows

Designed specifically for modern distribution: live sports, OTT streaming, FAST channels, pop-up networks, and alternate broadcasts.

True Multi-Output from One Feed

Create multiple program versions simultaneously from a single clean source, customized with different graphics, ads, branding, or languages for each audience.

Broadcast-Grade Processing

Includes HDR workflows (HLG <> SDR <> PQ), watermarking, graphics overlays, and iCap-compatible closed captioning via EEG and AI-Media.

Fully Integrated Production Ecosystem

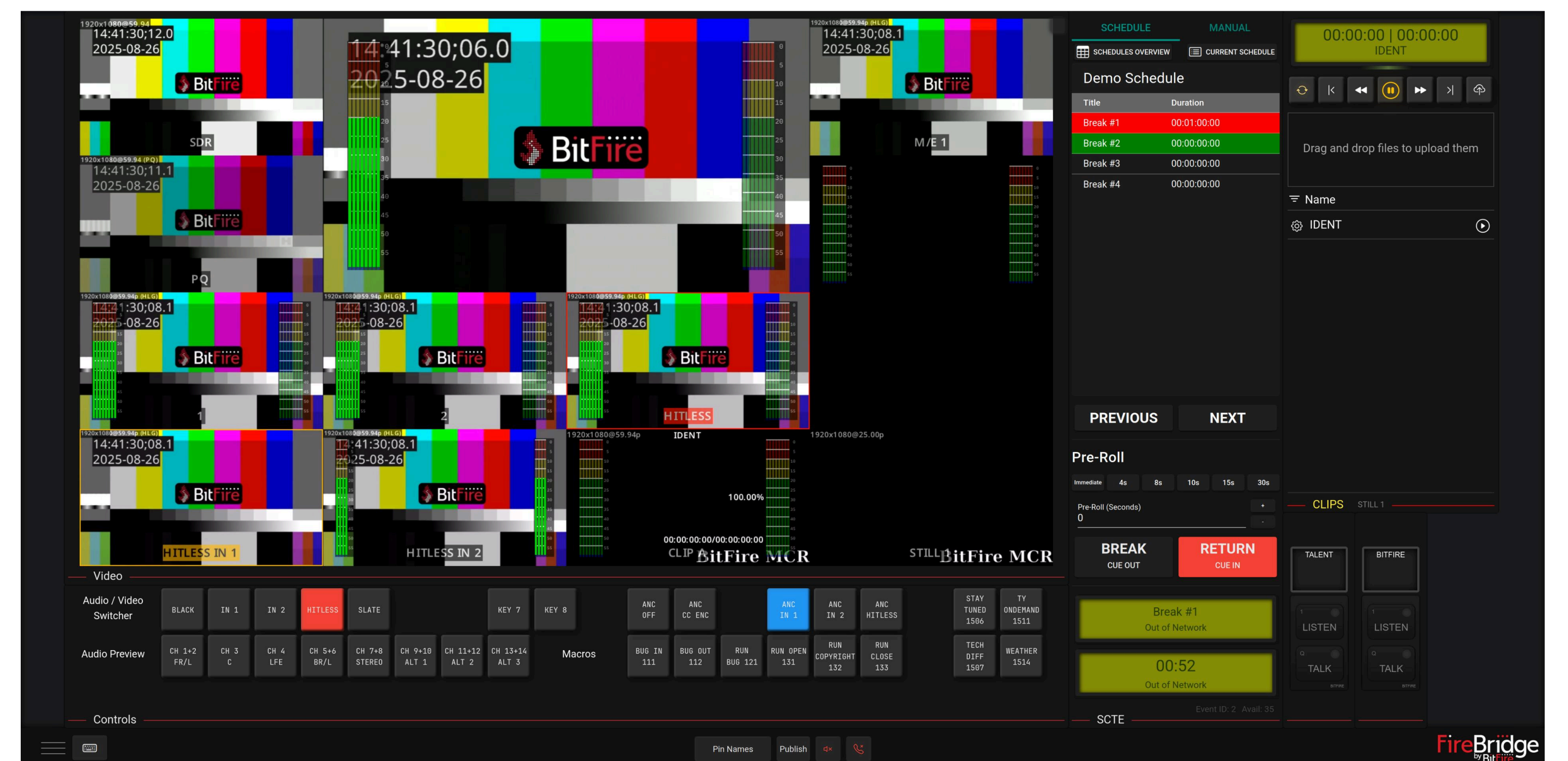
Seamlessly operates within BitFire Spark Production Environments alongside switching, replay, audio, multiview, and intercom, eliminating signal handoffs and legacy gaps.

Unified Browser-Based Control

Operate everything from a single interface: switching, branding, ad triggers, captions, and monitoring, accessible from anywhere.

Advanced Ad & Monetization Tools

Supports SCTE-104/35 triggers, automated break playout via BXF manifests, and advanced formats like squeeze-back and picture-in-picture.



Cloud-Native Master Control

Eliminates traditional hardware-based MCR with a fully software-defined service built for the cloud. No racks, no fixed infrastructure, no idle resources.

Spin Up On Demand

Launch a complete, broadcast-grade master control environment in minutes. Scale up for events, shut down when finished and pay only for what you use.

About BitFire

BitFire leads live, software-defined production and transmission with a glass-to-glass platform that enables scalable, high-quality content creation. Blending deep experience in traditional broadcasting with expertise in cutting-edge technology, BitFire modernizes broadcast workflows for networks and production companies of any size. With intuitive cloud-based control over fully integrated broadcast-grade systems, BitFire users can achieve professional results without limits with greater freedom, agility, and economy without the conventional constraints of geographic location, equipment availability, and unpredictable pricing.