

A Smarter Way to do Playout by ARQIVA

Cloud-native channel delivery with broadcast-grade reliability

The Challenge

Broadcasters must deliver linear, FAST and VOD with absolute certainty, while operating with far greater agility and tighter cost control. Traditional playout is reliable but rigid. Today's channels need to scale up for key moments, scale down when quiet, and evolve as the business changes, all without adding technical debt, new infrastructure, or long integration cycles. The pressure is heightened for established broadcasters modernising legacy workflows, while managing peak-time demand and regulatory obligations.

Flexible by Design

Cloud Playout supports the way modern broadcasters operate by enabling flexibility where it matters most.

Capabilities: Our modular approach enables channel features such as live voice-over, automated subtitling, compliance workflows, event switching and resilience can be added or removed as required. Each channel runs only the functionality it needs.

Architecture: Our elastic scaling adjusts compute and infrastructure in line with demand. Peak events, temporary channels and regional variants can scale without permanent over-provisioning – supporting efficient growth by default.

Operations: Our hybrid operating model enables broadcasters to choose fully managed, self-operated or hybrid delivery on a channel-by-channel basis, with real-time visibility to keep teams informed and in control.

Resilience: Protection levels can be tailored by channel, so critical services have full redundancy while simpler channels remain lean and efficient.

Why Arqiva Cloud Playout?

Cloud-native by design: built from the ground up for the cloud. Removing legacy constraints enables lowers total cost, faster change and long-term flexibility, with security and compliance built in.

Launch-ready with faster time-to-revenue: pre-configured workflows and structured onboarding enable rapid channel deployment, supported by 24/7 monitored delivery and clear accountability.

Flexible content delivery models: Deliver your content to your chosen delivery platform. Ingest once, deliver everywhere from a unified backend environment, simplifying reuse and monetisation.

Usage-aligned commercial model: a flexible OPEX structure means you only pay for what is used. Costs scale in line with channel demand, improving clarity around total cost of ownership.

Expert knowledge at scale: Arqiva supports broadcasters with experienced playout architects, engineers and product specialists, backed by 600+ media experts across the UK, EMEA, and APAC and 24/7 multilingual operations. Our teams work as an extension of yours, managing complexity while keeping you in control.

What this means for broadcasters:



Reduce operational complexity with unified workflows



Cut costs by **20%** - A flexible commercial model means you only pay for what you use



Greater flexibility to adapt channel strategy without rebuilding infrastructure with enabling you to experiment without risk



Faster time-to-air for new channels and regional variants by deploying your channels in hours not months



Reduce exposure to outage risk with **99.9%** uptime SLA with 24/7 proactive monitoring



One partner, end-to-end: from ingest through to playout and delivery, with clear accountability

Find out about how Cloud Playout can help you on your journey at: arqiva.com