



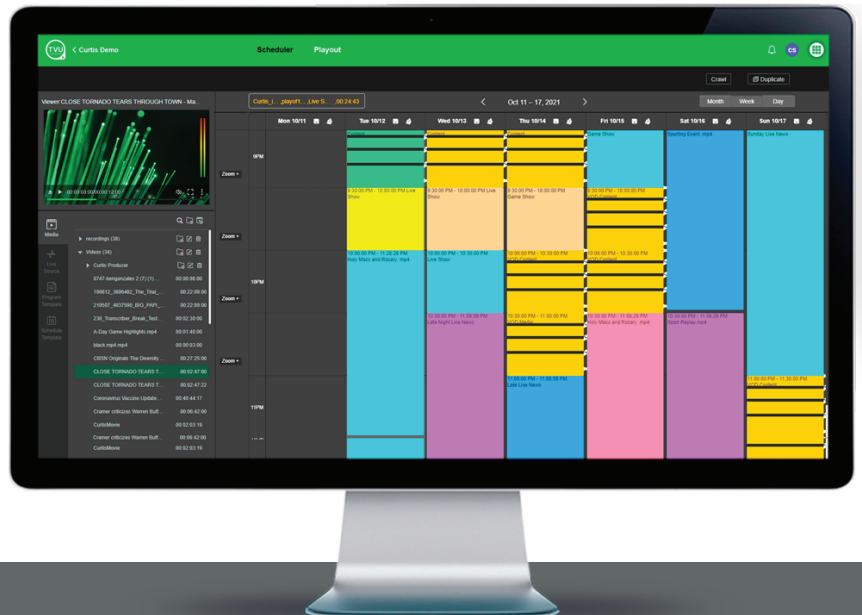
# TVU Channel

## Advantages

- △ Cloud native - no traditional infrastructure required
- △ Flexible pricing - only purchase what you need to with TVU Channel
- △ Easy to use web interface - access from anywhere
- △ Increase advertising revenue with TVU Channel Plus
- △ SCTE ad insertion support
- △ Integrates with TVU ecosystem family of solutions
- △ Supports multiple simultaneous outputs to different destinations
- △ Next-generation live graphics through Singular.live partnership
- △ Insert a crawl directly into a program without the need for a third party tool

The 24/7 Channel solution created for the world's biggest broadcasters available for everyone.

Schedule live and VOD programming with full SCTE support and set up multiple encoders for delivery to CDNs, OVPs or edge devices for traditional linear workflows from a simple web browser interface. Use for traditional linear channel television playout, an OTT channel, a unique pop-up channel or send directly to social media 24/7 and without required infrastructure.



## TVU Channel Features

### No New Infrastructure or Additional Infrastructure Required

TVU Channel is a completely cloud native solution that can be quickly deployed since it doesn't require traditional infrastructure. There is also no complicated licensing or configuration needed in order to start using it.

### Cost-effective monthly pricing

With TVU Channel, purchase only what you need and avoid unnecessary capital expenditures. Deploy as many channels as needed at a fraction of the cost of traditional playout. Spin up one, one hundred or as many channels as you need with just the click of a mouse.

### TVU Channel Plus

Launch FAST channels to tap into the growth of streaming TV, through streamlined and highly targeted ad insertions.

### Monetize with SCTE Support

The platform provides extensive and flexible support for adding SCTE markers to a program for ad insertion, including scheduled breaks, manual breaks with a mouse click and pass-through of SCTE decoration. Direct support from multiple OVP, CDN and social media partners is available. TVU Channel also includes as-run logs for verification and auditing purposes.

### Remote Access from Anywhere

Channel uses a simple browser based interface which can be accessed through any smart device or laptop with Internet access. Login from anywhere without being constrained to a physical studio location.

### Easy to Use

TVU Channel was designed for fast setup without the need for extensive training to get started. Building and managing channels in TVU Channel is as simple as managing an ordinary website calendar.

### Easily Add Crawl Overlay

Insert a crawl into a program directly from the interface. Crawl content can be manually added or automatically added using a third party API.

### Next-Generation Graphics Platform

Through the TVU partnership with cutting-edge Cloud graphics leader Singular.live all productions can be fully remote with broadcast-quality instant graphics with no hardware needed.

### Secure User Access

TVU Channel provides full control over the management of permission levels by individual users to schedule and operate channels.

### Full Compatibility with Scheduling Programs

Are you using BFX, Wide Orbit or other major commercial programs? TVU Channel is compatible with the most popular third party scheduling platforms.

### Full Integration with PAM and MAM

Easily transition content and metadata from major PAM, MAM and editing tools into your playlists.

### Full Integration with the TVU Ecosystem

TVU Channel works with the entire portfolio of TVU solutions and other edge devices for the ingest of live content via SDI/SMPTE 2110/NDI as well as output for traditional linear channel use cases.

- Find live or archived content fast using AI-based TVU Search
- Produce entire live programs with TVU Producer
- Provide automated closed-captioning with TVU Transcriber
- Switch, route and distribute live channel programming to anywhere using TVU Grid

### Additional Robust Features

- Template program presets
- Program interrupt for instant changes
- Automated record function
- Schedule or manually insert graphic overlays
- Clip editing feature
- Output Electronic Program Guides to CDN and OVP sources
- Variable program storage option

### Multiple Simultaneous Outputs to Different Destinations\*

TVU Channel allows you to directly set up multiple outputs for different destinations simultaneously. No third party tool required.



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