

## Press Release:

For Immediate Release

# Discovery Communications Partners with Evertz For First-of-Its-Kind Public Cloud Payout

November 29, 2016

**Silver Spring, MD.** – Evertz Microsystems, a global leader in media asset management, automation and IP payout, today has announced a partnership with global media company Discovery Communications on the migration of its linear payout and core master control functions to the public cloud.

This partnership utilizes a suite of completely software and IP based products from Evertz that have been specifically designed for use in virtualized environments. The solution enables Discovery to host and operate all core services required for a linear payout channel in the public cloud. This “first-of-its-kind” deployment will provide a framework for other media companies in the future.

“Discovery’s business is more dynamic than ever. In order to distribute content on every screen and launch new and innovative products, the ability to scale our technical operation is critical. A little over a year ago we decided to reimagine what infrastructure could look like by moving to a software and public cloud environment. We had to identify partners that would embrace this new approach to media infrastructure” said John Honeycutt, Chief Technology Officer at Discovery. “The Evertz solution aligns with our vision of the future, and will enable us to increase operational efficiency, agility and scalability.”

“By adopting new virtualization and IP technologies, media companies have several degrees of technological and operational freedom that have never before been available. The movement towards a cloud-based architecture gives Discovery increased agility and adaptability while allowing them to manage both capital and operating costs,” said Dan Turow, Vice President of File Based Solutions at Evertz. “This pioneering system will utilize the public cloud at massive scale and support the ability to rapidly deploy new channels.”

As part of this partnership, Discovery will deploy Evertz’ *Mediator-X* Media Asset Management (MAM) and automation solution in addition to its *OvertureRT-LIVE-VM* virtualized channel payout engine. Mediator-X’s advanced workflow engine optimizes the preparation and distribution of content for both linear and non-linear payout applications. Mediator-X helps manage the complexity of multi-channel payout operations but also incorporates advanced infrastructure management features that control the dynamic spin up/down of virtualized services. OvertureRT-LIVE-VM operates in a

virtualized cloud environment providing a comprehensive linear playout engine with traditional master control functionality, advanced branding capabilities and support for live events.

Amazon Web Services (AWS) provides the cloud infrastructure on which Mediator-X and OvertureRT-LIVE-VM operate. AWS offers a scalable and geo-diverse pool of EC2 compute instances as well as S3/Glacier cloud storage. By utilizing Mediator-X along with Evertz' MAGNUM SDVN and VistaLINK PRO software, Discovery operations staff will have control capabilities for both on-premise and cloud-based services. System control and routing is achieved using MAGNUM SDVN. VistaLINK PRO provides network management and monitoring for the system.

### **About Discovery Communications**

Discovery Communications (Nasdaq: DISCA, DISCB, DISCK) satisfies curiosity and engages superfans with a portfolio of premium nonfiction, sports and kids programming brands. Reaching 3 billion cumulative viewers across pay-TV and free-to-air platforms in more than 220 countries and territories, Discovery's portfolio includes the global brands Discovery Channel, TLC, Investigation Discovery, Animal Planet, Science and Turbo/Velocity, as well as OWN: Oprah Winfrey Network in the U.S., Discovery Kids in Latin America, and Eurosport, the leading provider of locally relevant, premium sports content across Europe. Discovery reaches audiences across screens through digital-first programming from Discovery VR, Seeker and SourceFed Studios, as well as over-the-top and TV Everywhere offerings including Eurosport Player, Dplay, Discovery K!ds Play and Discovery GO. For more information, please visit [www.discoverycommunications.com](http://www.discoverycommunications.com).

### **About Evertz**

Evertz Technologies Limited designs, manufactures and markets video and audio infrastructure solutions for the television, telecommunications and new-media industries. Evertz provides complete end-to-end solutions to content creators, broadcasters, specialty channels and television service providers to support their increasingly complex multi-channel digital and high definition television ("HDTV") and next generation high bandwidth low latency IP network environments and by telecommunications and new-media companies. Evertz' products allow its customers to generate additional revenue while reducing costs through the more efficient signal routing, distribution, monitoring and management of content as well as the automation of previously manual processes. For additional information, visit [www.evertz.com](http://www.evertz.com)

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