Nomad Live Control Streaming Solution on AWS

Cloud-Based Live Streaming Video Management Platform

NOMAD

Companies of all sizes have been using video for live events for many years, but the demands of coordinating these live broadcasts along with rapidly having to produce on-demand content immediately after have put more and more strain on live event production teams.

INDUSTRY PROBLEMS

Live event teams often wrestle with the complexity setting up live channels for these broadcasts as it can require a great deal of configuration. This is especially challenging to set up at a live event just before it starts as they will be multi tasking with many pieces of equipment and coordinating with a team of people: there just needs to be a big "easy" button to start and stop the broadcast. Often live events require markers and tagging to occur as they progress to ensure rapid on-demand clip generation as soon as the event ends.

NOMAD LIVE CONTROL AND BENEFITS

The Nomad Live Control console provides a mobile optimized user experience for easy one-handed use on a phone for multi-tasking environments. Pre-define live inputs, pre/post-rolls, tags and other configurations ahead of time so the live operator only needs to focus on the live event. Live Control allows for easy starting and stopping of the event broadcast through a 1-click user experience. Segments can be added as the broadcast progresses with tags and related content for rapid creation of on-demand clips as soon as the live broadcast ends.

COMMON USE CASES

- Music Concerts
- Sporting Events
- Courts & Townhalls
- Remote Live-Feed Broadcasts
- Virtual Convention Events
- Company Announcements
- Training Presentations and Webinars

- Mobile optimized live management console
- Streamline live event workflow
- Live-to-VOD Conversion
- Post Live Stream Video Management

COMMON CHALLENGES

- Complexity setting up live channels on location
- Multi tasking with equipment at event
- Coordinating with a team of people and needing an easy way to control broadcast
- Marking and tagging as event progresses to generate on-demand clips
- Public access to event for compliance reasons

NOMAD SOLUTIONS

- Mobile optimized for easy one-handed use on a phone
- Pre-define live event configuration
- Easy start and stop event broadcast through 1-click user experience
- Add segments as broadcast progresses for rapid creation of on-demand clips

NOMAD BENEFITS

- Offload live and video-on-demand support labor and costs
- One interface for all live video management
- Serve audiences with a secure and branded web portal
- Save and distribute any live recording stream
- Discovery and deep search of all usable content