

TAG Bridge Technology

Flexible, Agile & Cost-effective
Technology for IP workflows

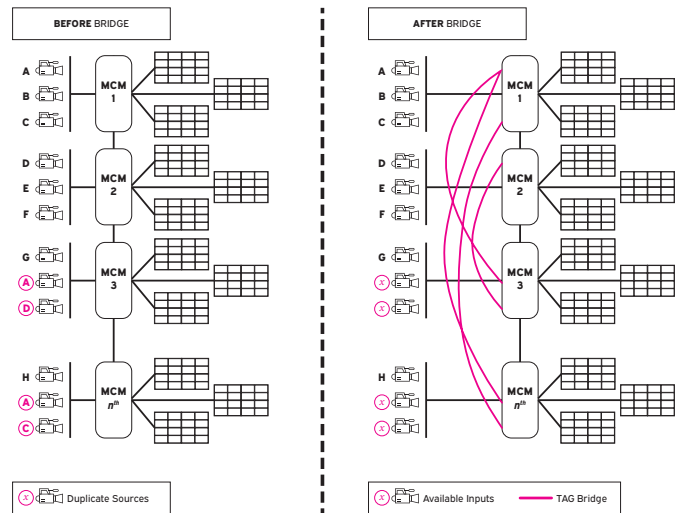
Exceed the expected – broadcasters and media companies alike leveraging TAG Bridge to increase efficiencies, reduce costs and build IP workflows that deliver on their promise.

Super-charged IP Highway – TAG Bridge enables the automatic creation of signal proxies, from any source type and delivers display-optimized visually lossless resolutions (up to full UHD) based on tile size and layout on monitoring walls, enabling cost-optimized delivery to multiple destinations anywhere in the world.

This ground-breaking technology removes the complexity of routing the same stream to diverse locations by using an ultra-efficient architecture enabling an operator to receive a source once – including video, audio and metadata, and display it on any TAG Multichannel Monitoring (MCM), anywhere, regardless of input source, size or format.

TAG Media Control System (MCS) simply orchestrates and controls these signals, while one or more instances of the TAG Multichannel Management (MCMs) handle all routing of Bridge streams eliminating any possible additional latency in the workflow.

Minimize Compute Resources – Once the stream is ingested by one MCM, the TAG Bridge automatically optimizes the sizing, format and delivery protocol to fit any configuration of multiple recipients. Compute resources are significantly reduced, and a minimum amount of network bandwidth is consumed, freeing up capacity and reducing costs.



Bridge frees up available inputs by eliminating the need to ingest duplicate sources; lowering costs and reducing bandwidth/compute resources.

Zero Friction® – The TAG Solution keeps improving and with **ZerO Friction** Licensing, added features are never extra, no matter what.

Featured Highlights

- **Simplified orchestration** – by enabling separation of input and output processes and instances
- **Dynamic scaling** – provides low-latency display-optimized picture scaling and compression to minimize bandwidth utilization
- **Optimization** – Enables optimized instance sizing and flexible architecture by decoding and monitoring at the source; regardless of number of mosaics being displayed
- **Enablement** – Ground, Cloud, GCHybrid & Multi-Cloud workflows

TAG Bridge (for OTT)

- **Respecting Data Gravity:** TAG MCM instances monitor signals inside different VPCs, secure zones, CDNs, Regions and clouds where they exist instead of bringing them to the monitoring system
- Separates sources and probing from mosaics and monitoring; simplifies cloud orchestration
- Use adaptive monitoring to minimize probe footprint and save up to 80% of cloud costs

TAG Realtime Media Platform

The TAG Realtime Media Platform is a 100% software-based IP solution, allowing broadcasters and media companies to monitor and analyze video, audio and metadata content across multiple distribution platforms.

TAG's unique approach provides a proven and highly interoperable platform, with two main components: **Media Control System (MCS)** and **Multichannel Management (MCM)**

All your monitoring needs in one

One Solution for all workflows

- All uncompressed, compressed & streaming formats
- Realtime deep-probing, notifications and full-quality visualization
- Decryption of secured transport
- ZerO Friction® licensing provides complete deployment freedom

Easy to Integrate

TAG Solution Highlights

- Full JSON API exposes all TAG solution capabilities
- Easily centralized configuration via Web UI and TAG Media Control System (MCS)
- TAG MCS enables data aggregation and integration with open-source data visualization tools like Kibana, Grafana and Prometheus

