

Evolving Live Broadcast Workflows in Real Time



Live broadcast production is evolving rapidly. As production teams adopt hybrid and cloud-based workflows, the need for secure, seamless, and high-performance access to digital workstations has become a critical part of the broadcast infrastructure. Editors, graphics teams, and producers require real-time access to GPU-powered environments that can support 4K+ content and latency-sensitive applications.

IT departments, meanwhile, must balance performance with operational efficiency. As hybrid infrastructure becomes the norm—spanning studio control rooms, mobile production trucks, remote editing suites, and cloud-based platforms—broadcast teams need an access strategy that scales with demand while maintaining control, security, and simplicity.



A Unified Strategy for Cloud and On-Prem Environments

Modern broadcast workflows depend on a mix of physical and virtual infrastructure. Teams need to move fluidly between on-prem edit bays and cloud-hosted desktops, often in real time. Remote display protocols like Amazon DCV and HP Anyware must be deployed intelligently across this distributed landscape to ensure optimal performance.

A centralized, policy-driven approach to access enables:

- **Hybrid Flexibility:** Unified management of on-prem and cloud-hosted desktops from a single interface.
- **High Performance Compute Access:** Reliable, low-latency sessions for editing, compositing, and graphics rendering.
- **Protocol-Agnostic Brokering:** Seamless session routing based on user, project type, or location.
- **Policy-Based Automation:** Automated provisioning and power management based on production schedules and user activity.

Real-World Examples: Broadcast Workflows in Action

Global Broadcaster: A major international broadcast organization implemented a hybrid editing environment, connecting remote editors to GPU-powered cloud desktops during active production windows. This reduced infrastructure costs and optimized performance during peak periods.

International Media Network: Another network routes users between on-prem workstations and cloud desktops based on live project status and role-specific permissions, delivering flexibility while maintaining centralized control.

Distributed Post-Production Team: A large media company supports a hybrid workforce spread across multiple cities. Editors connect to a mix of local and cloud-hosted resources using standardized access policies, ensuring consistent performance and security without VPN overhead or manual IT intervention.



Scaling Broadcast IT with Confidence

The demands of live broadcast production are increasing. With shorter timelines, higher content expectations, and more distributed teams, broadcast IT must adapt without becoming more complex.

- A centralized, role-based access model supports:
- Granular control of access across hybrid infrastructure
- Streamlined onboarding for new users or contractors
- Real-time usage monitoring and session management
- Consistent user experiences across macOS, Windows, and Linux

Modern production environments don't stop at the studio door. Whether supporting an on-site team, enabling remote post-production, or managing distributed live events, scalable remote access to high-performance infrastructure is no longer a luxury—it's a requirement.

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