

NEWS

To cloud or not to cloud ? Is that the wrong question ?

Look at function first September 28, 2017

By [George Boath](#)

In under 10 years, the concepts of public cloud computing and virtualization of computing resources have disrupted all of the perceived wisdoms of IT system design. Engineers who design systems for media processing and production now have to consider where the computing resources for their system are located and how they want to pay for it. In other words, they have to consider much more than just signal paths and workflows.



Solution architects now have choices of running their systems on various infrastructures, including dedicated “on-premise” servers, virtual machines in private data centers, or on public cloud computing platforms. Then there is a choice of business models to consider... do you buy systems on CAPEX and depreciate them as business assets? Do you subscribe to software or do

you pay for it according to usage?

There are so many options to choose from and the cost/benefit comparisons can be very complicated, so it is understandable that many customers appear to be in a state of indecision.

Perhaps it is time to suggest that we are looking at the system design problem in the wrong way. We should be looking at function first, i.e. what must the system do, then look at the required business model, then decide on the appropriate infrastructure, rather than letting the infrastructure form dictate the design process. To learn a lesson from another industry, classic architecture or design students are taught to get the balance right between form and function in a building or product design. They are taught that form without function is of little value, while function with form can be equally ineffective. Perhaps these factors should also be considered in media systems design?

A classic broadcast system would be designed according to signal flow (typically “left to right”), with discrete boxes that each perform a single task. As we have moved into

KTSM-TV

KVIA-TV

KRWG-TV

KBNA-AM/FM & KAMA-AM

KHEY-AM/FM, KPRR-FM & KTSM-AM/FM

KLAQ-FM, KISS-FM & KROD-AM

KPAS-FM-
ALGIE A. FELDER CSBE

KINT98.COM
INTERNET RADIO NETWORK

BURST COMMUNICATIONS
INC.- KIRK BASEFSKY

GIESLER BROADCASTING
SUPPLY INC.

ENTRAVISION
COMMUNICATIONS

SCMS, INC.-

TNT BROADCAST AND
TELECOMMUNICATIONS
CONTRACTORS, INC.-

KSCE-TV

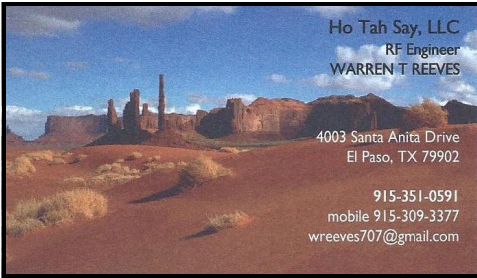
RF Specialties of Texas
Dan Sessler.

KCOS-TV

KELP-AM
ARNOLD McClatchy.

MARSAND, INC.


Ho Tah Say. LLC



Ho Tah Say, LLC
RF Engineer
WARREN T REEVES

4003 Santa Anita Drive
El Paso, TX 79902

915-351-0591
mobile 915-309-3377
wreeves707@gmail.com




KPAS-FM

INSPIRATIONAL / GOSPEL RADIO
LISTEN TO 103.1 MHZ. ON YOUR FM DIAL

Algie A. Felder
General Manager

P.O. Box 371010
El Paso, TX 79937
915/851-3382



BURST

WE KNOW WHAT WORKS

8800 S. Akron St., Ste. 111 | Centennial, CO 80112 | www.burstvideo.com

Kirk Basefsky
President

Phone: 303.858.9848
Fax: 303.649.9890
kirkb@burstvideo.com



NewsChannel 9

801 North Oregon
El Paso, TX 79902
915 532-5421
915 532-6793 Fax


KTSM Television
An NBC Affiliate



KEVIN LOVELL
General Manager

KVIA-TV 7
4140 Rio Bravo
El Paso, Texas 79902
Tel. (915) 496-7777
Fax. (915) 532-0070

Website
kvia.com
e-mail
kvia@kvia.com



MARSAND, INC.
Consulting Engineer

AFCCCE
SBE-PBE

Matthew A. Sanderford, Jr., P.E.
President

tvcowboy@marsand.com
PO Box 485 • 6100 IH-35W
Alvarado, TX 76009

www.marsand.com
Office: 817-783-5566
FAX: 817-783-5577

IP-based and file-based processing, we have had to adapt to thinking about a hardware/software stack, with applications at the top and infrastructure—computing, networking and storage—at the bottom.

Unfortunately, the infrastructure question has come to dominate too many discussions, when it should be software/system functionality that is decided first and infrastructure should be provided that suits the desired operational or business model. In other words, software function should come first and infrastructure form should be defined to suit the business needs.

WHERE TO HOST YOUR MEDIA PROCESSING PLATFORM

Having said that, the infrastructure decision is important, so when choosing where to host “heavy lifting” media processing, there are a few simple guidelines to consider. For the highest-performance media processing, the servers should be located topologically close to the file storage. In many cases, on-premise processing will provide the fastest performance, but if the files are already on a cloud storage facility, maybe that’s where media processing should be formed. Running most software on virtual machines is easy unless your vendor still relies on dongles for licensing. The challenging part is creating an elastically scalable license model that works on a customer’s private data center

SBE CHAPTER 38 OFFICERS

CHAIRMAN

Antonio Castro
SBE member # 11456.
KFOX/COX retired Chief Eng.
800 Arredondo dr.
El Paso. TX 79912
915-584-1220 home
915-525-8507 cell
farahjac@sbcglobal.net

VICE CHAIRMAN

Carlos Sosa
SBE member # 26533
801 N Oregon St.
El Paso, TX 79902
915-496-4444 Office
csosa@ktsm.com

TREASURER

Walter Hanthorn
SBE member # 18307
KSCE TV
4461 Gen. Maloney
El Paso, TX. 79924
915-269-7583 home
915-532-8588 office

CERTIFICATION COMMITTEE:

David Halperin.

MEMBERSHIP COMMITTEE:

Antonio Castro
Warren Reeves

FREQUENCY COORDINATION COMMITTEE:

Warren Reeves
Owen Smith

SCHOLARSHIP COMMITTEE:

Rick Vilardell

WEB SITE COMMITTEE:

Norbert Miles

SUSTAINING MEMBERSHIP:

Antonio Castro

PROGRAM CHAIRMAN:

Warren Reeves

NEWSLETTER:

Antonio Castro

EAS CHAIRMAN:

David Halperin

EXECUTIVE COMMITTEE:

Antonio Castro
Carlos Sosa
Walter Hanthorn



ENTRAVISION COMMUNICATIONS CORPORATION
5426 N. MESA • EL PASO, TEXAS 79912

Diana de Lara, Senior Vice-president

KINT TV 26 • KTFN TV 65 • KINT 93.9 FM
KSVE 1150 AM • KHRO 94.7 FM • KOFX 92.3 FM

GIESLER
BROADCASTING
SUPPLY, INC.

800-634-8601

DAN GIESLER
dan@gbs-giesler.com www.gbs-giesler.com

KAMA 750
Your Favorite AM Radio Station
QUE BUENA!
920 am KBNQ 97.5 fm

NM STATE **KRWG**
TV/FM



www.krwg.org

SCMS INC.
YOU KNOW WE KNOW
RADIO

for Broadcast Equipment Solutions

800 438 6040 Sales
704 889 4508

NEW USED RENTALS TRADE-INS

www.scmsinc.com



iHeart MEDIA

Walter Alvarez
Market President | El Paso
iHeartMedia

4045 N Mesa Street
El Paso, TX 79902

o 915.351.5473
m 915.201.7627

walteralvarez@iheartmedia.com



EL PASO, TX SBE CHAPTER 38 MEETING MINUTE

DATE **09/12/2017** LOCATION: **RIO CHINESE BUFFET**

MEETING CALLED TO ORDER: 12:24 PM, BY ANTONIO CASTRO.
THERE WERE 9 ATTENDANTS.

REPORT OF THE SECRETARY: MINUTES IN THE AUGUST NEWSLETTER. ACCEPTED BY NORBERT MILES, SECONDED BY CARLOS SOSA.

REPORT OF THE TREASURER: \$ 3,096.74 IN THE BANK. ACCEPTED BY WARREN REEVES, SECONDED BY JUAN BARRERA.

REPORT OF THE CERTIFICATION COMMITTEE: NO REPORT .

REPORT OF THE MEMBERSHIP COMMITTEE: NO REPORT.

REPORT OF THE FREQUENCY COORDINATOR COMMITTEE: NO REPORT.

REPORT OF THE SCHOLARSHIP COMMITTEE: TO VISIT AVX FOR INTRODUCTION AND INVITATION.

REPORT OF THE WEBSITE COMMITTEE: 2236 HITS LAST TIME, NOW 2247. (11).

REPORT OF THE EAS CHAIRMAN: FEMA AND 911 FORCED ANOTHER TEST. SEPT.27 IS NATIONAL TEST. INVITATION FOR OCTOBER 6 MEETING OF E.A.R.S., LINK FOR EAS OPERATION HANDBOOK IN WEBSITE.

REPORT OF THE PROGRAM COMMITTEE: WARREN REEVES TO INTRODUCE HIS NETWORK ANALYZER IN NEXT MEETING.

UNFINISHED BUSINESS: NONE.

NEW BUSINESS OR ANY ITEMS FOR THE CHAPTER INTERES: PROPOSED TO DONATE HURRICAN RELIEF IRMA, NOT ACCEPTED.

NEXT MEETING DATE AND LOCATION: OCTOBER 10, 2017, TIME: 6 PM @ Ihearthradio. (FORMER CLEARCHANNEL) CONFERENCE ROOM.

MEETING ADJOURNED: AT 13:00 PM.

THIS FRIDAY IS THE E.A.R.S. YEARLY MEETING AT 9:30 AM. , EL PASO 911 REGIONAL COMMUNICATIONS CTR. AUDITORIUM, 6055 THREADGILL AV. DID YOU R.S.V.P. ???.....SEE YOU !!

OCTOBER PROGRAM

SEPTEMBER MEETING WAS SIMPLY A REGULAR ONE , GOOD ATTEDANCE AFTER ALL, AT THE "RIO CHINESE" PLACE.

FOR OCTOBER, WE ARE GOING TO MEET AT THE OLD CLEARCHANNEL RADIO.

WHEN: OCTOBER 10, TUESDAY.

TIME: 6 PM SHARP.

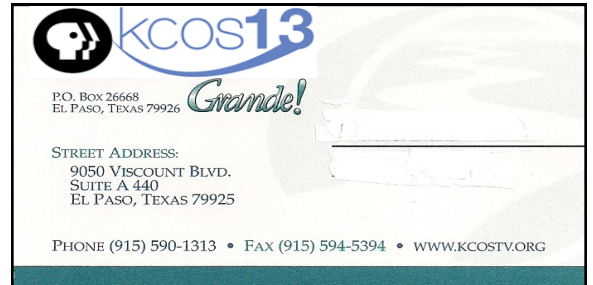
PRESENTER: WARREN REEVES , IS INTRODUCING HIS NEW SPECTRUM ANALIZER!!!! (OPEN YOUR EYES)

HOST: SBE CH-38 PIZZA AND DRINKS.

REMINDER:

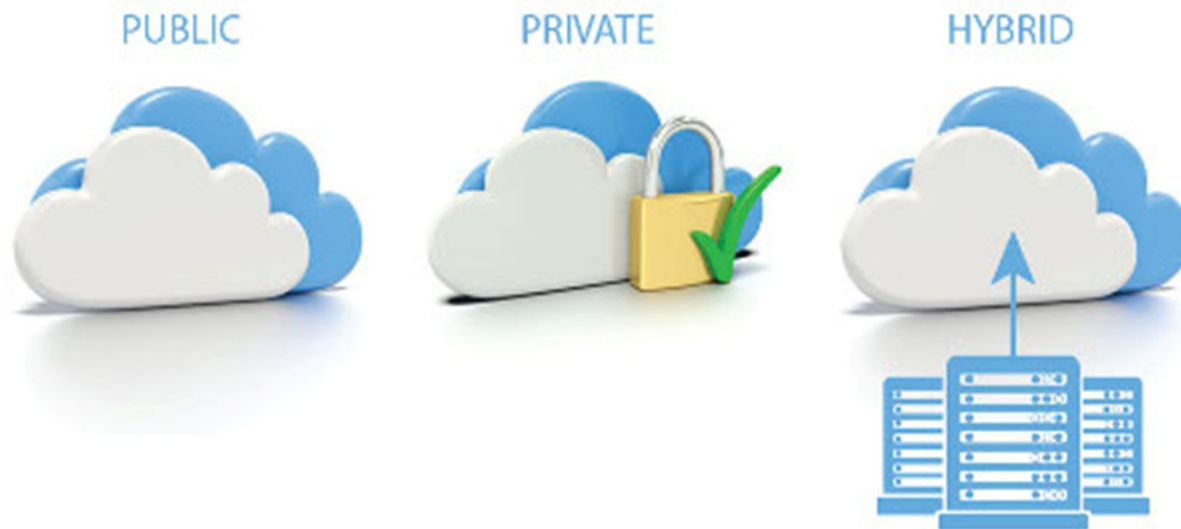
DAVID HALPERIN MADE THE INVITATION FOR THE "EL PASO ASSOCIATION OF RADIO ENGINEERS" **EARS SUMMIT MEETING.**

WILL MEET THIS FRIDAY OCTOBER 6 AT 9:30 AM AT EL PASO COUNTY 911, AUDITORIUM, EL PASO REGIONAL COMMUNICATIONS CENTER, 6055 THREADGILL AVE.(JUST OFF RAILROAD DRIVE). DO NOT MISS THIS OPORTUNITY !!!



Media processing tasks such as transcoding can use the full computing resources of a server, so one of the benefits of virtualization—that of sharing computing resources—is not usually seen. All of the other benefits of virtualization apply. For the same reasons, containerization of software offers little benefit over virtualization for media-processing systems.

If you plan to virtualize your software solutions, look for solutions that offer a single point of management.



SaaS IS A SERVICE, NOT JUST A PRODUCT

SaaS models for your media processing, used extensively, may cost more than provisioning your own servers and software but may be more aligned with your company’s financial and business models. SaaS on public cloud is typically chosen for reasons of cash flow, convenience, flexibility and easy scalability more than for cost savings.

Modern enterprise class software should be capable of running on any of the major infrastructure models: on-premise dedicated server, virtual machines or on public cloud, and with a range of business models from CAPEX purchase to usage-based SaaS models. Workflow orchestration should allow customers to use any one or a combination of these infrastructure types and payment models according to their business needs.

In summary, system designers should select the software and solutions that offer the functions their business needs, and vendors should be expected to make this available in any infrastructure form, and with range of business models.

If your software vendor cannot answer all of these requirements, then perhaps your real question should be—“Is this a vendor that can help my business?”

George Boath is the director of channel marketing for Telestream.