noisypeak

THE APEX OF VIDEO OVER IP SOLUTIONS

CHANNELS · FAST · PRODUCT BROCHURE

Noisypeak Playout

Cloud playout that turns an asset library and live sources into 24/7 linear channels with ads, overlays and AI metadata.



Noisypeak Playout is the platform behind 130+ FAST channels on 60+ platforms: ingest, AI enrichment, priority auto-scheduling, live slots, rule-based overlays and SCTE-35 ad breaks — operated from one web admin, delivered as HLS everywhere.

130+
FAST CHANNELS WITH FASTCHANNELS.TV

60+
CONTENT PLATFORMS REACHED

3 days
ROLLING AUTO-GENERATED SCHEDULE

62.8 s
PER ASSET FOR AI ENRICHMENT

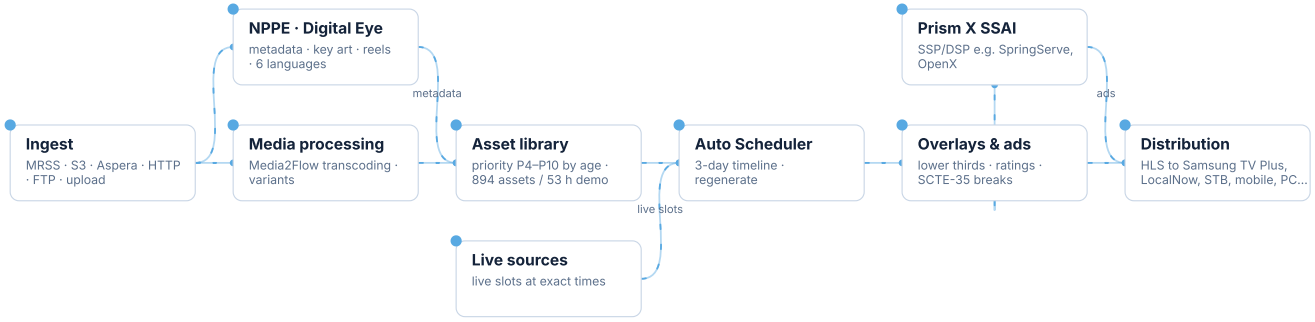
NOISYPEAK SÀRL · EPFL INNOVATION PARK · LAUSANNE · SWITZERLAND · 2026

NOISYPEAK PLAYOUT — CHANNELS · FAST

Noisypeak Playout is the end-to-end cloud platform behind fastchannels.tv — 130+ FAST channels delivered to 60+ content platforms worldwide — and the self-service myfast.ch brand. Assets arrive by MRSS, FTP, S3 or upload; the Auto Scheduler fills a rolling three-day timeline from asset age and priority; live slots, ad breaks with SCTE-35 markers and overlay rules complete the channel. Output goes as HLS to platforms such as Samsung TV Plus and LocalNow, set-top boxes, mobile, PC and smart TVs.

Playout 3.0 is operated from a web admin: a dashboard per channel, schedule and manual upload, overlay rules, live sources, assets and ads. NPPE — Noisypeak Playout AI-enrichment, built on Digital Eye — reads every asset and returns a tease line, keywords, key art, short reels and six languages, so new content is scheduled, promoted and monetised the moment it lands.

From asset to platform

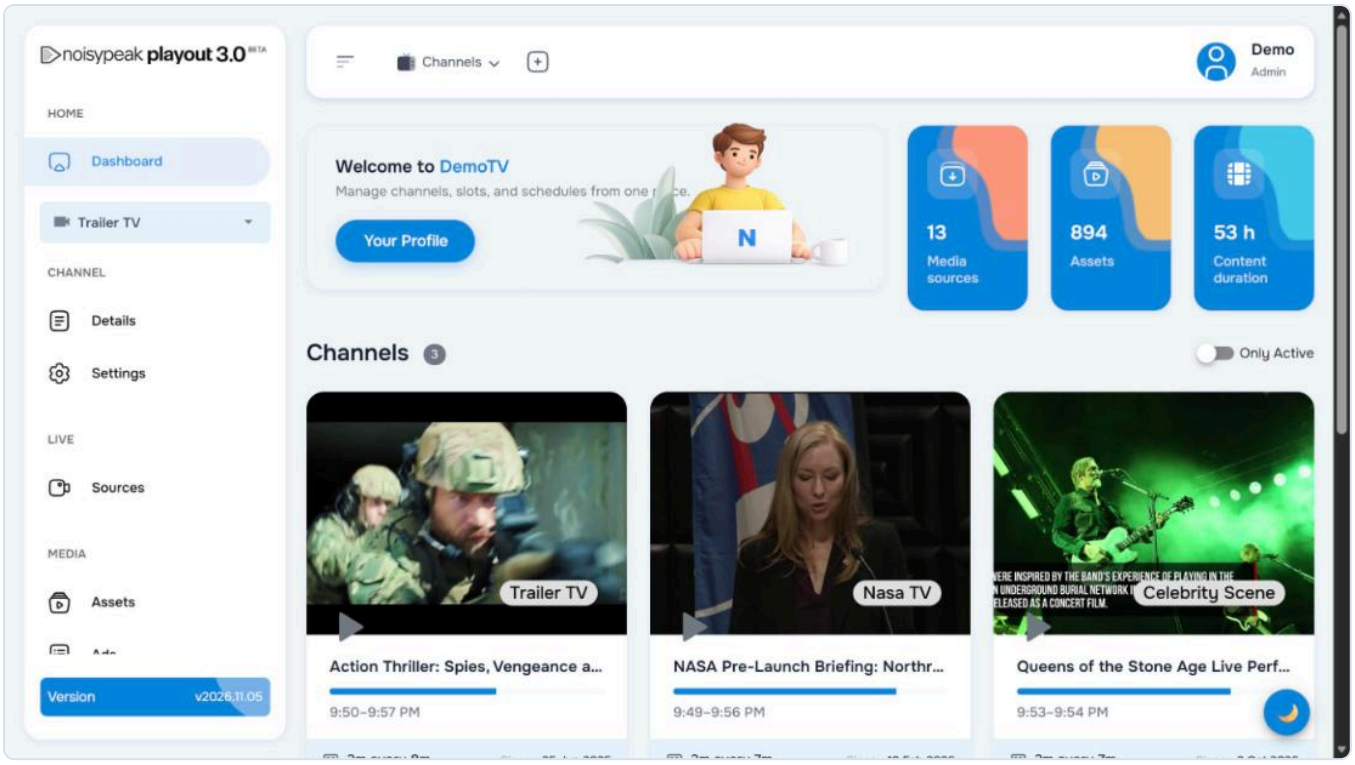


The Noisypeak FAST pipeline: ingest, prepare, playout, SSAI and distribution — one platform from content to consumer.

CHANNELS FROM ASSETS AND LIVE FEEDS

A channel is created in minutes: name it, point it at media sources and the asset library, add live sources, and Playout builds the lineup. The admin home shows every channel with its player preview, and the counters behind them — on the demo account 13 media sources, 894 assets and 53 hours of content feed Trailer TV, Nasa TV and Celebrity Scene.

Each channel has its own dashboard: upcoming live and VOD slots for the day, the last assets added with duration and status, and quick access to details, settings, sources, assets and ads.

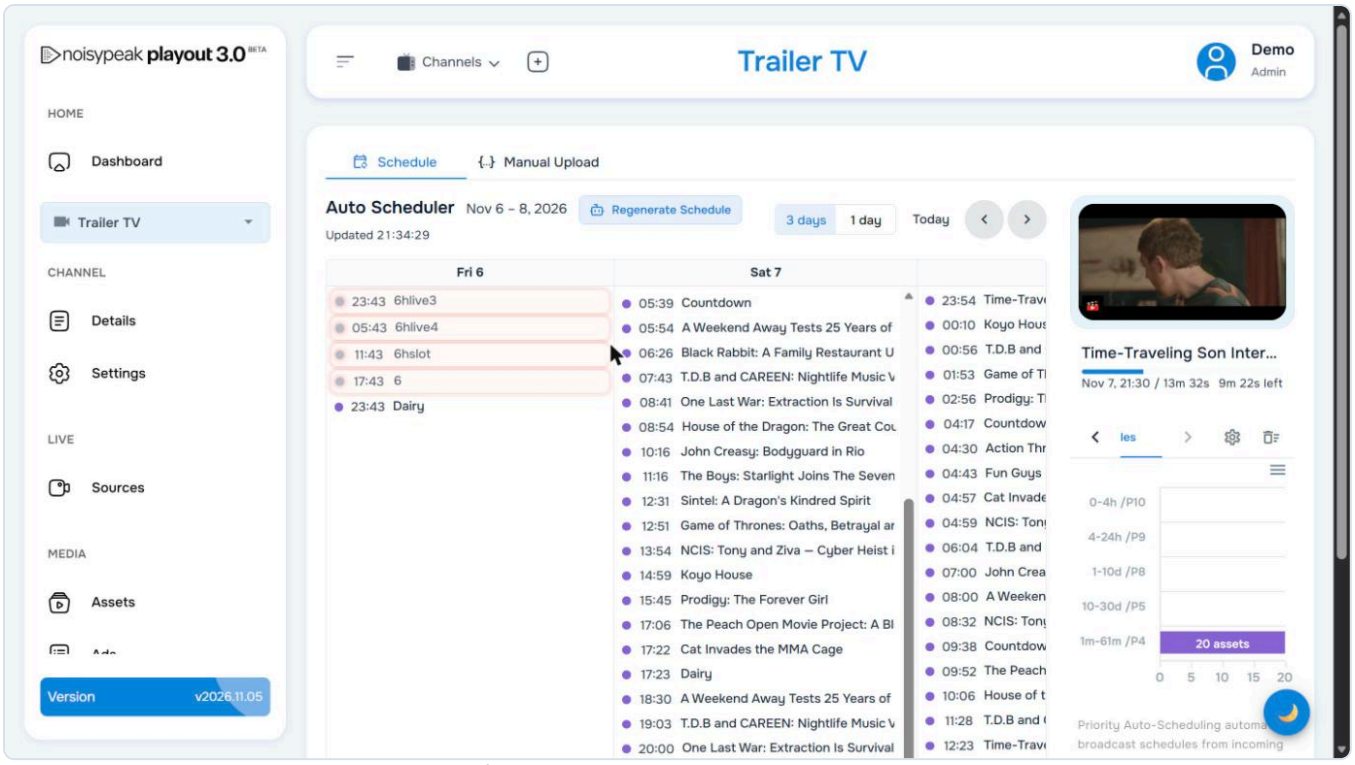


Playout 3.0 admin home: channels with preview, media sources, assets and content duration.

AUTO SCHEDULER — A THREE-DAY TIMELINE THAT WRITES ITSELF

Priority auto-scheduling builds the broadcast schedule from incoming assets. Every asset carries a priority from 1 to 10; by default the newest content ranks highest (0–4 h old = P10, 4–24 h = P9, 1–10 days = P8, 10–30 days = P5, older = P4), so a channel always leads with what just arrived and still rotates its catalogue. The scheduler fills a rolling three-day window — one day or three days in view — and can be regenerated at any time.

Manual upload places a program at a fixed time; the scheduler flows around it. Programs are timed to the second and the preview player shows what is on air now, with the time remaining.



Auto Scheduler, 6–8 November 2026: live slots (6hlive3, 6hlive4, 6hslot) on Friday, auto-filled programs on Saturday and Sunday, priority buckets by asset age.

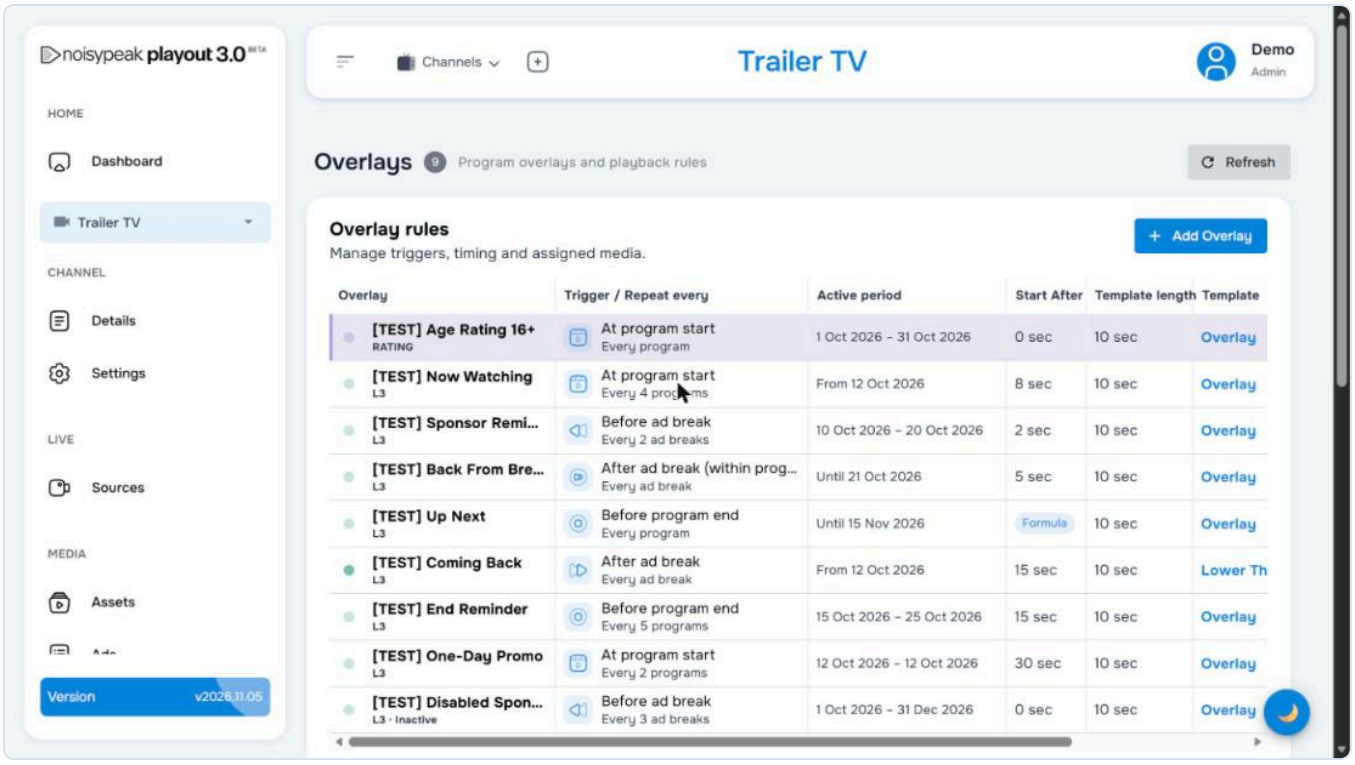
LIVE IN THE LINEUP

Live sources are registered per channel and inserted as live slots at exact times — a six-hour live block at 23:43, 05:43, 11:43 and 17:43 in the example above — while VOD programs fill the rest. One channel, one HLS output, live and VOD interleaved without a second playout chain.

- Live slots scheduled to the minute, fixed in the timeline
- VOD programs auto-filled around live blocks
- One continuous output with ad breaks across both

OVERLAYS AS RULES

Graphics are not placed by hand but defined as rules: a trigger — at program start, before ad break, after ad break, before program end — a repeat (every program, every N programs, every ad break), an active period, a start-after delay in seconds or a formula, a template length and a template such as Overlay or Lower Third. Age ratings, Now Watching, sponsor reminders, back-from-break bugs, Up Next and one-day promos run themselves for the whole campaign window.



Overlay rules on Trailer TV: trigger, repeat, active period, start-after, template length and template per rule.

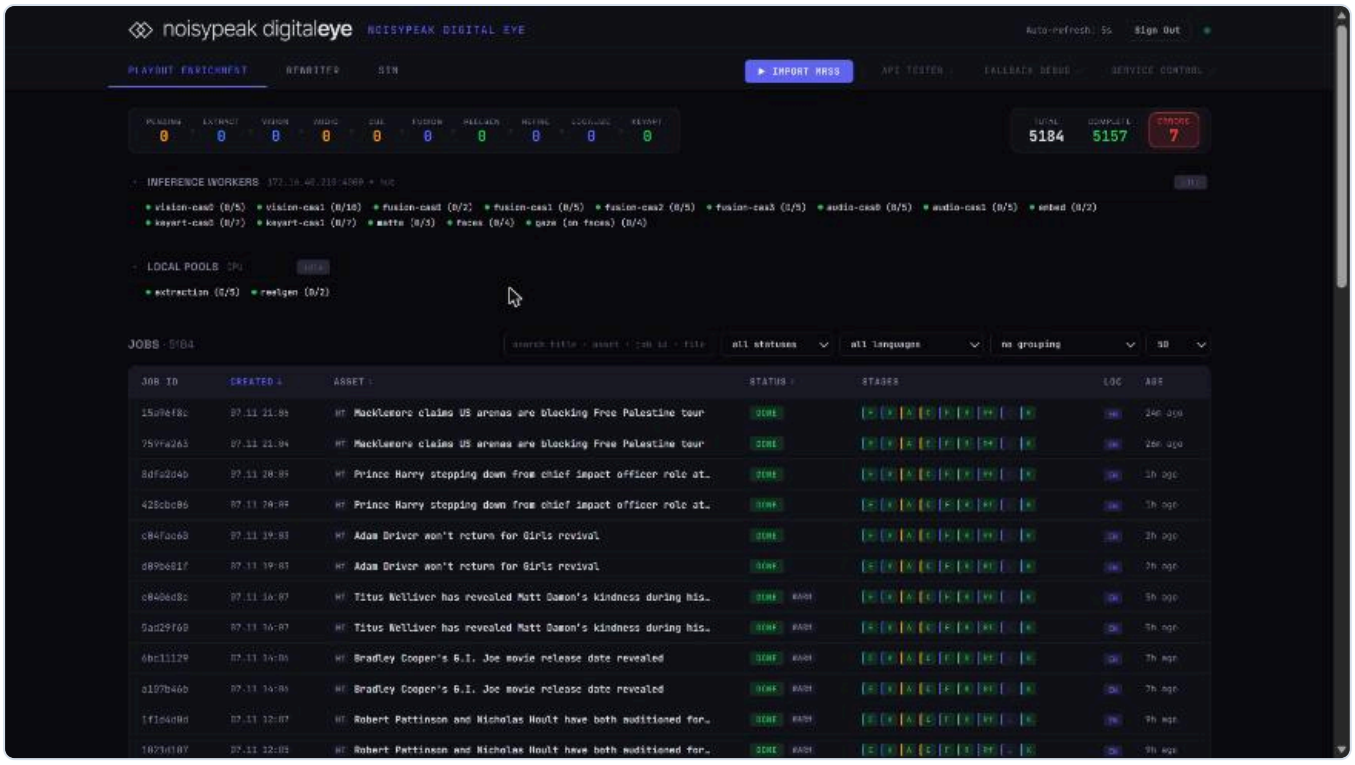
AD BREAKS AND MONETISATION

Ad breaks are scheduled by rule — two minutes every eight minutes in the reference setup — and signalled with SCTE-35 markers in the output. Prism X, Noisypeak's server-side ad insertion, fills the breaks per viewer against the upstream SSP/DSP such as SpringServe or OpenX, so the same channel carries different ads on every platform and device. Client-side insertion is supported where a platform requires it.

- Rule-based ad breaks with SCTE-35 markers
- Prism X SSAI per viewer, live and VOD
- Variants per platform from one schedule

NPPE — AI ENRICHMENT WITH DIGITAL EYE

Noisypeak Playout AI-enrichment runs every new asset through a nine-stage pipeline — Extract, Vision, Audio, Cue, Fusion, Reelgen, Refine, Localize, Keyart — and writes the results back to the asset: a tease line, keywords and ad-targeting markers, three short reels, key art and metadata in six languages. On the production system 5,184 jobs have run at 62.8 seconds per job on average. The same models serve the 130+ FAST channels for auto-metadata, captioning and smarter ad enrichment.



Digital Eye / NPPE dashboard: jobs, pipeline stages and per-asset results.

DISTRIBUTION AND THE OTT SUITE

Channels are published as HLS with content-aware distribution to platforms around the world — Samsung TV Plus, LocalNow, set-top boxes, mobile devices, PC and smart TVs. For owners who want direct reach, the Noisypeak OTT platform adds a VOD CMS, subscriptions and ad monetisation, analytics and audience measurement, DRM and authentication, geo-blocking and apps for iOS, Android, web, Roku, smart TVs, Apple TV, Android TV and Amazon Fire TV through open APIs.

FEATURES

Multi-source ingest

MRSS, S3, Aspera, HTTP, FTP and manual upload; assets transcoded and enriched on arrival.

Priority auto-scheduling

Priority 1–10 per asset, newest first by default; a rolling three-day schedule, regenerated on demand.

Live slots

Live sources inserted at exact times inside the VOD lineup — one channel, one output.

Rule-based overlays

Triggers at program start, before or after ad breaks, before program end; repeat, active period, delay and template per rule.

Ad breaks with SCTE-35

Scheduled breaks signalled in the stream; filled per viewer by Prism X or client-side where required.

NPPE enrichment

Tease line, keywords, key art, reels and six languages per asset from the Digital Eye pipeline — about a minute per asset.

Multi-platform delivery

HLS variants to Samsung TV Plus, LocalNow, set-top boxes, mobile, PC and smart TVs.

Web admin

Dashboard, schedule, manual upload, overlays, sources, assets and ads per channel; light and dark themes.

Proven at scale

Primary technology partner of fastchannels.tv: 130+ channels, 60+ platforms; myfast.ch for self-service channel creation.

SPECIFICATIONS

INGEST

Sources	MRSS · S3 · Aspera · HTTP · FTP · manual upload
Preparation	Media transcoding and metadata processing (Media2Flow) · visual and AI enrichment (Digital Eye)

SCHEDULING

Auto Scheduler	Rolling 3-day timeline · 1-day or 3-day view · regenerate on demand
Priority	1–10 per asset; default buckets by age: 0–4 h P10 · 4–24 h P9 · 1–10 d P8 · 10–30 d P5 · older P4
Manual placement	Manual upload at a fixed time; live slots at exact times

GRAPHICS AND ADS

Overlay triggers	At program start · before ad break · after ad break · before program end
Overlay options	Repeat every N programs or ad breaks · active period · start-after seconds or formula · template length · Overlay or Lower Third template
Ad breaks	Rule-based, e.g. 2 min every 8 min · SCTE-35 markers
Ad insertion	Prism X server-side (SSP/DSP e.g. SpringServe, OpenX) · client-side where required

NPPE · DIGITAL EYE

Pipeline	Extract → Vision → Audio → Cue → Fusion → Reelgen → Refine → Localize → Keyart
Per asset	Tease line · keywords and ad-targeting markers · 3 reels · key art · 6 languages
Production figures	5,184 jobs · 62.8 s per job average

DISTRIBUTION

Output	HLS channels, variants per platform
Platforms	Samsung TV Plus · LocalNow · set-top boxes · mobile · PC · smart TV
OTT suite	VOD CMS · subscriptions and ads · analytics · DRM and authentication · geo-blocking · iOS, Android, web, Roku, smart TV, Apple TV, Android TV, Fire TV

WHERE IT IS USED

FAST channel from a library

A distributor's catalogue becomes a 24/7 channel with auto-scheduling, promos and SSAI, delivered to the major FAST platforms.

Event and live-plus-VOD channels

Live blocks at fixed times, VOD around them, overlays and ad breaks across both.

Multi-territory variants

One schedule, per-platform and per-territory variants, metadata in six languages from NPPE.

Direct-to-consumer OTT

The same channels and library inside branded apps with subscriptions, ads and DRM.

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