

Broadcast Management Group Wins Global Tech Award for Private Multi-Tenant Broadcast Cloud

Recognition for BMG Cloud Control Center highlights the industry's migration from on-site facilities to purpose-built private broadcast cloud infrastructure

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Todd Mason, CEO and Founder

Management Group (BMG) has been named a Global Tech Award winner in the Cloud Technology category for [BMG Cloud Control Center™](#), a private multi-tenant broadcast cloud built specifically for live production, post-production, media asset management, channel playout and master control.

The award recognizes an architecture that runs against the direction of the last decade. While much of the media industry moved live production onto general-purpose public cloud platforms, BMG built a broadcast-specific private cloud, a complete production ecosystem that

scales up and down with demand, operated around the clock from BMG's Washington, D.C. broadcast network operations center.

WHY BROADCASTERS ARE LEAVING THE PUBLIC CLOUD

Capacity used to mean real estate: another control room, another truck, more capital sitting idle between shows. The public cloud promised to break that constraint, and in one respect it did. But platforms built for general-purpose computing charge like it. Organizations rent compute they do not control, then pay again every time media moves, and live video moves constantly, at high bitrates, in both directions. Many broadcasters found the operating economics worse than the capital model they had left.

"The industry took a necessary detour," said Todd Mason, Chief Executive Officer of Broadcast Management Group. "Everyone was right that production had to stop being tied to a building. Everyone underestimated the cost of running broadcast video on infrastructure built for something else. The answer was never public or on-premises; it was a facility built for this work

specifically, and shared, so no single client has to carry it alone."

WHY MULTI-TENANCY MATTERS

A broadcaster building its own private cloud absorbs the full cost of tier-one infrastructure and pays to keep it available whether or not it is producing. In a multi-tenant broadcast cloud, clients draw on the scale and redundancy of a facility far larger than any one would build, and pay for what they use. Capacity scales up for a launch window, a tournament, or a congressional hearing and back down afterward, with no idle infrastructure between events and no metered charge every time a file moves.

A COMPLETE ECOSYSTEM, NOT A SINGLE-FUNCTION CLOUD SERVICE

BMG Cloud Control Center™ connects the entire production chain on one platform: tier-one video and audio control rooms, master control, channel playout, global transmissions, media asset management, and recording servers supporting remote editors, studios, and post-production. Existing studios connect directly; new studios can be built into it, and [purpose-built REMI mobile units](#) feed the facility rather than duplicating it.

Supported operations include:

- [Remote and distributed production \(REMI\)](#), with crew on location, at BMG's New York and Las Vegas spoke facilities, or at the D.C. NOC
- Enterprise communications, including live town halls and studio programming
- Business continuity and disaster recovery against a 99.9% uptime standard

BUILT IN 2021, REBUILT 2025, PROVEN UNDER LOAD

BMG opened its first cloud control center in Las Vegas in March 2021 and rebuilt the platform from the ground up in Washington, D.C., across 2024 and 2025, more than doubling capacity with room to triple it. The architecture has been proven in situations where failure was not recoverable: all ten January 6th congressional hearings, producing REMI to an audience of more than 130 million people; multiple Blue Origin New Glenn launches carrying more than 50 simultaneous feeds; and two Daytime Emmy® Awards ceremonies with more than 200 remote participants.

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ABOUT BROADCAST MANAGEMENT GROUP

Broadcast Management Group (BMG) is a creative studio, broadcast technology, and managed production services company providing live production, REMI workflows, broadcast systems integration, private cloud infrastructure, managed broadcast services, engineering, media asset

management, master control, channel payout, and content operations. Through BMG Cloud Control Center™ and its 24/7 broadcast network operations center, BMG designs, integrates, and operates scalable broadcast environments for broadcasters, enterprises, sports organizations, and media companies. BMG operates from Washington, D.C., with facilities in New York, Las Vegas, Los Angeles, and Chicago. Learn more at broadcastmgmt.com.

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