EVS Cerebrum with TVU MediaMesh®

Broadcast Control and Orchestration System for Broadcasters and Content Distributors — unified hybrid routing across IP, SDI, and cloud from a single interface.

WHAT PROBLEM DOES THIS SOLVE?

Modern live production environments span studios, stadiums, remote sites, and the cloud — yet traditional broadcast control systems are built for a single, fixed infrastructure. Operators face fragmented routing, complex hybrid signal management, and limited cloud visibility, creating inefficiency and risk in fast-moving live productions.

EVS Cerebrum with TVU MediaMesh eliminates this complexity by unifying on-premises and cloud-based routing control into one intuitive interface — letting operators manage SDI, IP, and cloud workflows as seamlessly as a traditional router.

SOLUTION OVERVIEW

EVS Cerebrum

Unified control and monitoring across IP, SDI, and hybrid broadcast infrastructures. Single customizable interface with 350+ third-party integrations and open standards support.

TVU MediaHub™

Cloud-based routing and orchestration layer within TVU MediaMesh. Extends Cerebrum's control capabilities into the cloud for a cohesive hybrid production environment.

Together, Cerebrum and TVU MediaHub create a cohesive hybrid production environment that unites traditional broadcast control with cloud agility — simplifying operations and maximizing flexibility for live productions anywhere in the world.

NMOS | RDS | ST 2110 | NDI | Dante | KVM | SDI

HOW IT WORKS

1 API Integration

EVS Cerebrum integrates with TVU MediaHub™ via Cerebrum's API, extending traditional on-premise broadcast control into the cloud without changing existing workflows.

2 Unified Routing Control

Operators route signals to and from TVU MediaHub just as easily as a standard SDI router — from a single, customizable Cerebrum dashboard with familiar controls.

3 Automated Orchestration

Using Cerebrum's generic device licenses and customizable dashboards, broadcasters automate routing commands, monitor signal paths, and manage hybrid infrastructures seamlessly.

4 Perpetual Licensing & SLA

Cerebrum licensing is perpetual and SLA-backed, ensuring long-term compatibility with evolving protocols and future cloud expansions with consistent reliability.

AT A GLANCE

- Unified Control Interface
- Seamless Hybrid Workflows
- Automation & Efficiency
- Broad Interoperability
- Scalable Architecture
- Familiar Architecture
- Long-term Reliability
- Cloud-Ready Expansion
- 350+ Third-Party Integrations
- Perpetual Licensing + SLA

JOINT HIGHLIGHTS

Unified Hybrid Control

Seamless orchestration of on-premises, IP, and cloud workflows from one interface.

Cloud-Native Efficiency

CPU-only, cost-effective, and seamlessly integrated into TVU MediaMesh.

Flexible Access

Pay-as-you-go or subscription — used only when needed for global live events.

CONTACT

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EVS
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SOLUTION USE CASES

Centralized Hybrid Control

Live broadcast operations across studios, stadiums, and remote sites — seamless orchestration and routing between SDI, IP, and cloud environments from one Cerebrum interface.

Multi-Site Production Management

Large-scale live events — monitor, configure, and automate routing across global broadcast networks with consistent, reliable control and real-time visibility.

ENG & Field Routing

Route to and from ENG cameras in the field using Cerebrum's familiar interface, without requiring new workflow retraining for engineering or operations teams.

Remote Commentator Workflows

Route signals to commentators working from home or otherwise remote — fully managed from the same Cerebrum control surface alongside all other routing.

WHY IT MATTERS

No Workflow Disruption

Operators access TVU's cloud-based MediaHub as naturally as a traditional SDI router. No retraining, no new interfaces — just extended capability in the same familiar environment.

True Interoperability

Over 350 third-party integrations and open standards (NMOS, RDS, ST 2110, NDI, Dante, KVM) ensure Cerebrum works across any device or signal type in your infrastructure.

Future-Proof Investment

Perpetual licensing backed by an SLA ensures long-term compatibility with evolving protocols and future expansions — delivering consistent reliability across on-prem and cloud.

Scalable from Day One

Cerebrum's architecture adapts seamlessly from small studios to large, multi-site operations — automating complex tasks and scaling to meet the demands of any live production.
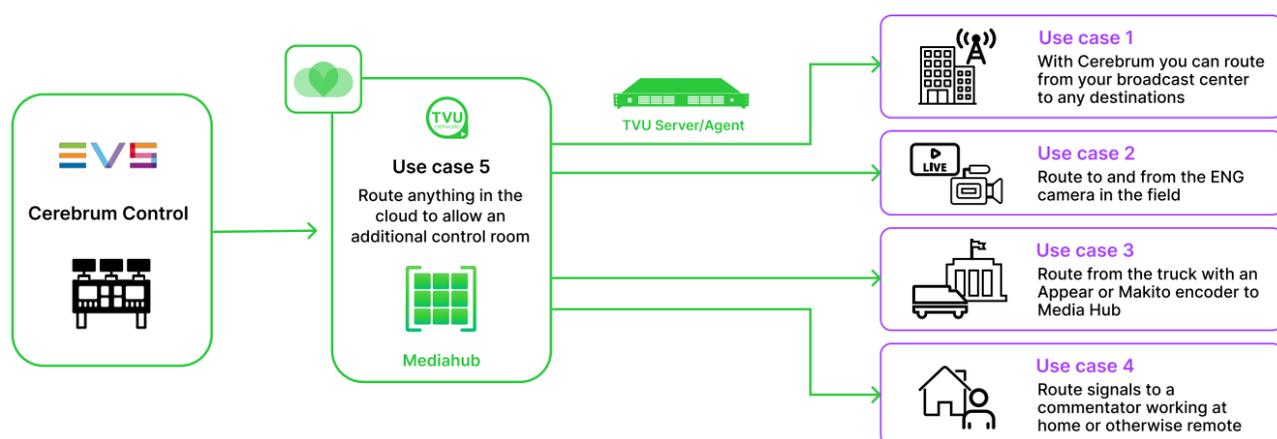
ARCHITECTURE OVERVIEW

Fig. 1 — EVS Cerebrum + TVU MediaHub™ hybrid signal flow. Cerebrum manages on-premises SDI/IP routing and extends control into TVU MediaHub in the cloud through a single unified dashboard — no workflow changes required.

TVU MediaMesh® - Every Feed. Everyone. Connected.

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