

CLOUD BASED CONTENT ASSEMBLY METHOD AND SYSTEM

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ABSTRACT

There is provided a method for use by a cloud based content assembly system having a memory and a processor for assembling multiple customized linear channel streams from an assembly template. The method comprises selecting, using the processor, the assembly template from the memory, identifying
10 the customized linear channel streams to be produced using the assembly template, and generating a virtualized assembly environment for each of the customized linear channel streams. The method further comprises provisioning each virtualized assembly environment with content assets corresponding respectively to its customized linear channel stream, and assembling the customized linear channel
15 streams using the respective virtualized assembly environments. The cloud based content assembly system is configured to enable substantially concurrent use of shared infrastructure resources by the virtualized assembly environments.

FIG. 2