

How to Transform your Media Supply Chain using ATEME and BLUELUCY

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Webinar moderator
David GERBAULET

Business Dev. Director APAC, ATEME



Importance of Next Gen Supply Chain

- Software defined and use commodity applications and infrastructure
- Some companies have tried to put Supply Chain theory into practice
- Implementing Next Gen supply chains can no longer be regarded as fanciful
- COVID : Lessons learned by early adopters will become of huge relevance to others

Scaling through Automation : Making human intervention the Exception

KEY INSIGHTS

- Companies are automating workflow from receipt to distribution
- Exception based reporting is key to these workflows
- Deployment tends to start small but build out at speed
- Submission of content to the cloud is an important starting point
- Currently these content portals are where next gen supply chains begin

Today's Speakers

Julian WRIGHT

Founder and CEO,
BLUELUCY



Pierre BAUMGARTNER

Titan Playout and File
Product Owner, ATEME



Hideaki Sugihara

Solution Expert,
ATEME



Agenda

- Introductions
- Uses cases discussions
- Demo : Offload in the Cloud
- Q & A



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- **Introductions**
- Uses cases discussions
- Demo: Offload in the Cloud
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ATEME + ANEVIA



Public since 2014



82 M€ in 2019



Up 55% in 2019



430 people in 19 countries



1000 clients in 100 countries

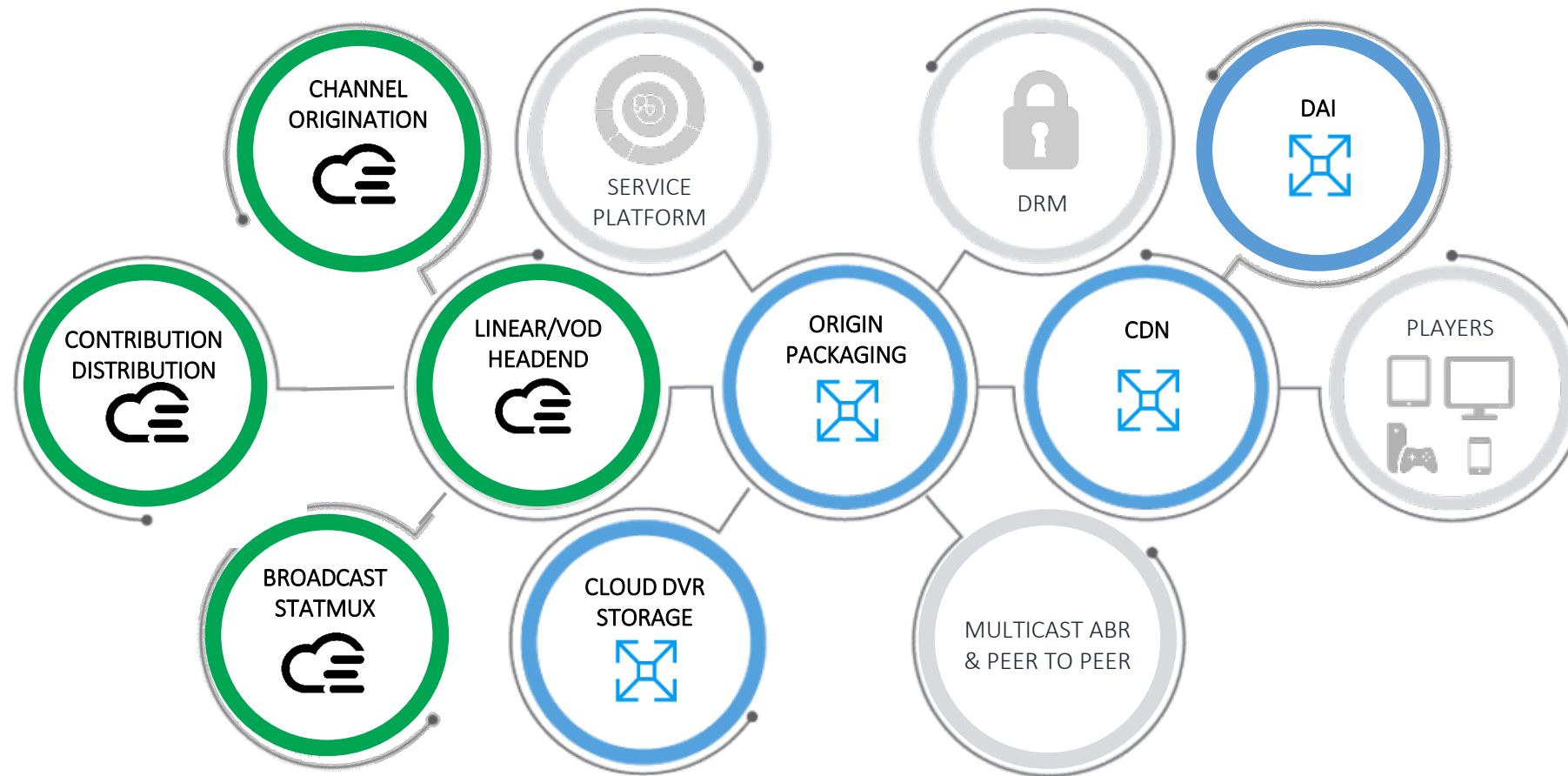


48 Patents

ATEME + ANEVIA help Content Providers and Service Providers transform their video delivery to enable innovative **live and on demand** video services and enhance the **quality of experience**



Complementary Modular Offering for Processing & Delivery



 ATEME Solution

 Anevia Solution

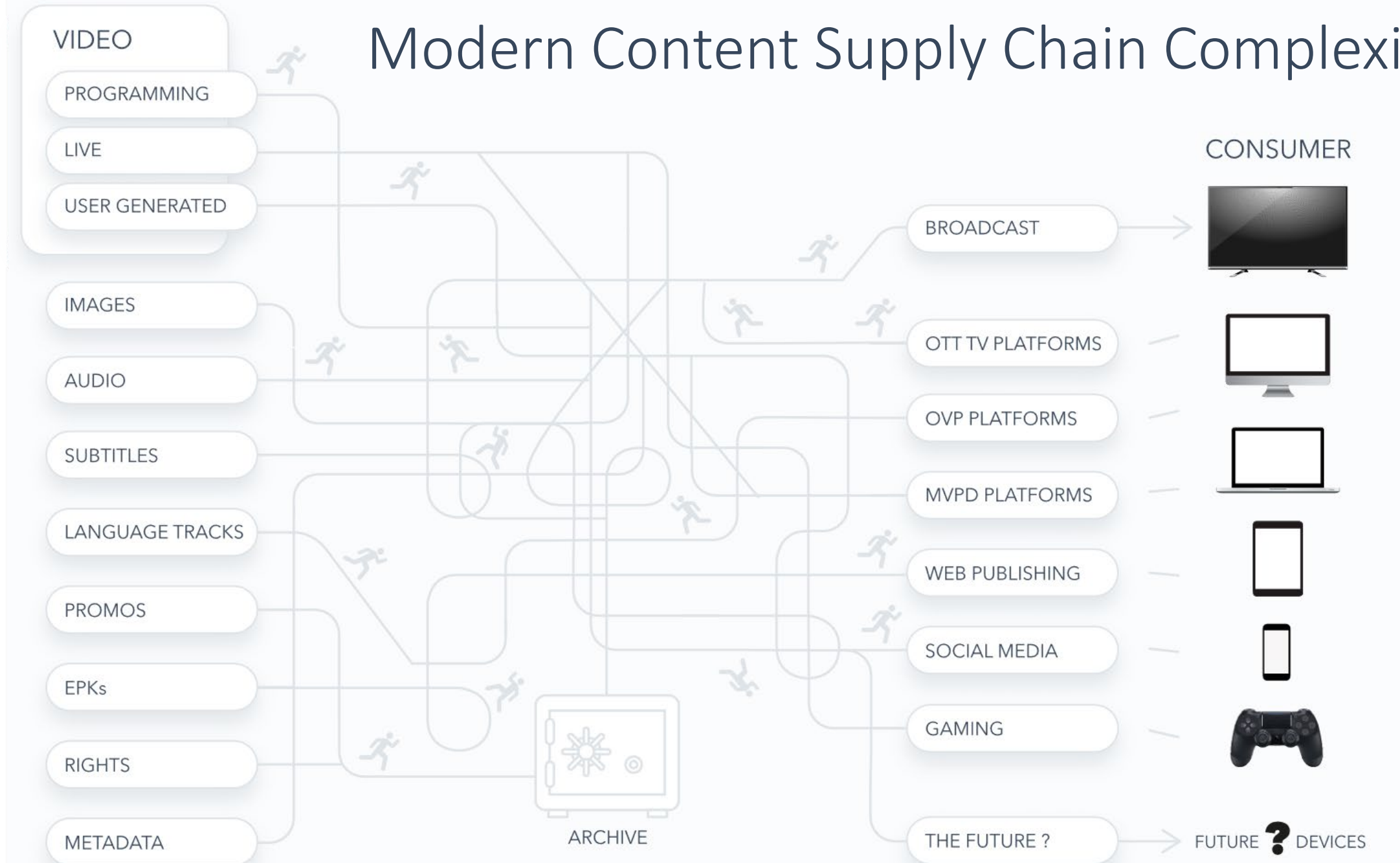


BLAM (Blue Lucy Automation for Media) has evolved since 2015 and is the most advanced and extensible production & content supply chain management solution

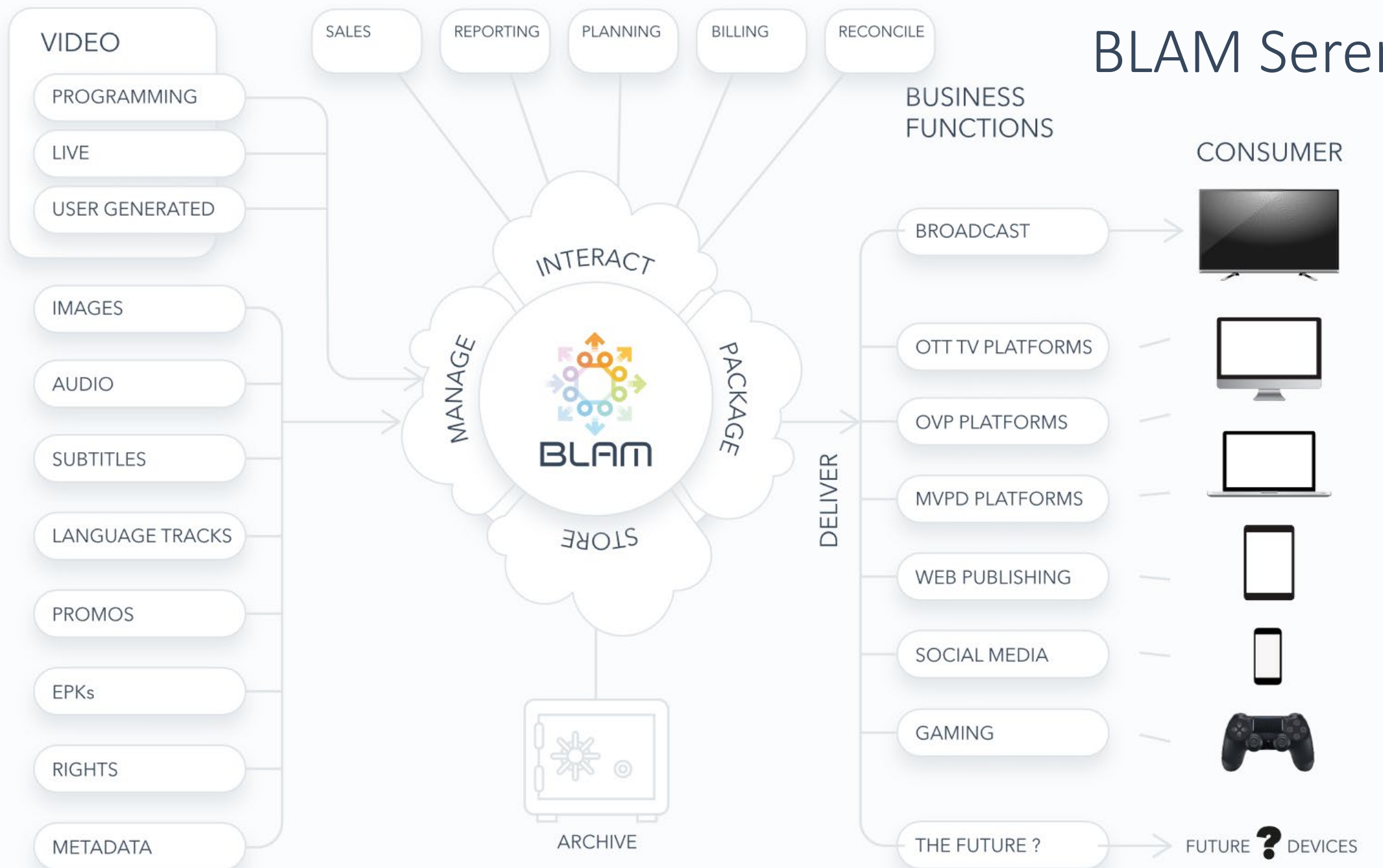
- 🌟 Enables operational streamlining by connecting disparate business and production systems
- 🌟 Enables efficiency by providing orchestration for on-prem' and cloud services.
- 🌟 enables content owners and distributors to access new revenue opportunities.

The partnership with Ateame transforms consumer video delivery for broadcasters and distributors.

Modern Content Supply Chain Complexity



BLAM Serenity



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- **Uses cases discussions**
- Demo : Offload in the Cloud
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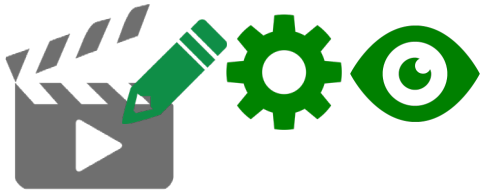
Uses cases :

1. Manage by Exception, From Ingest to Payout
2. Orchestrate Media Discovery and Delivery For Payout
3. Automate Media Supply Chain for Non-linear Provisioning



Playout needs to rely on strong asset delivery workflows

Asset
Preparation



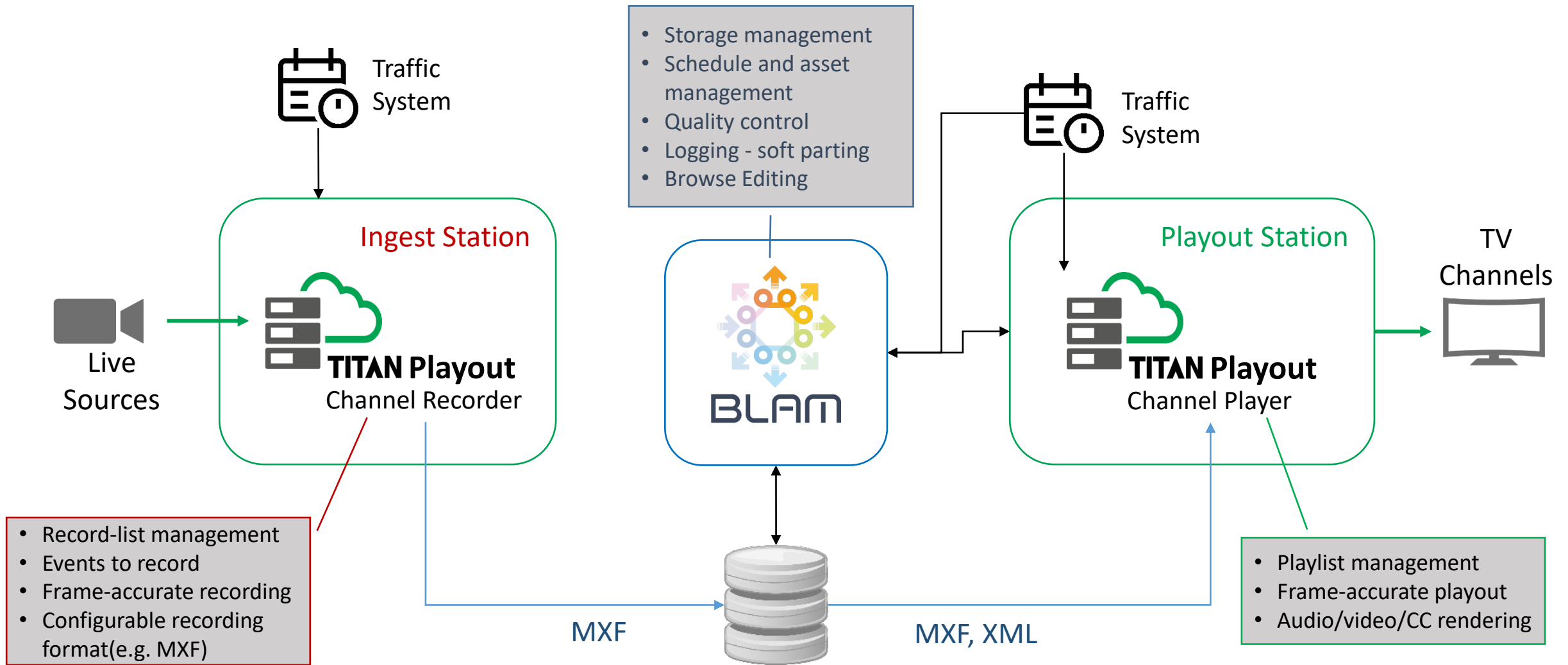
Asset
Distribution



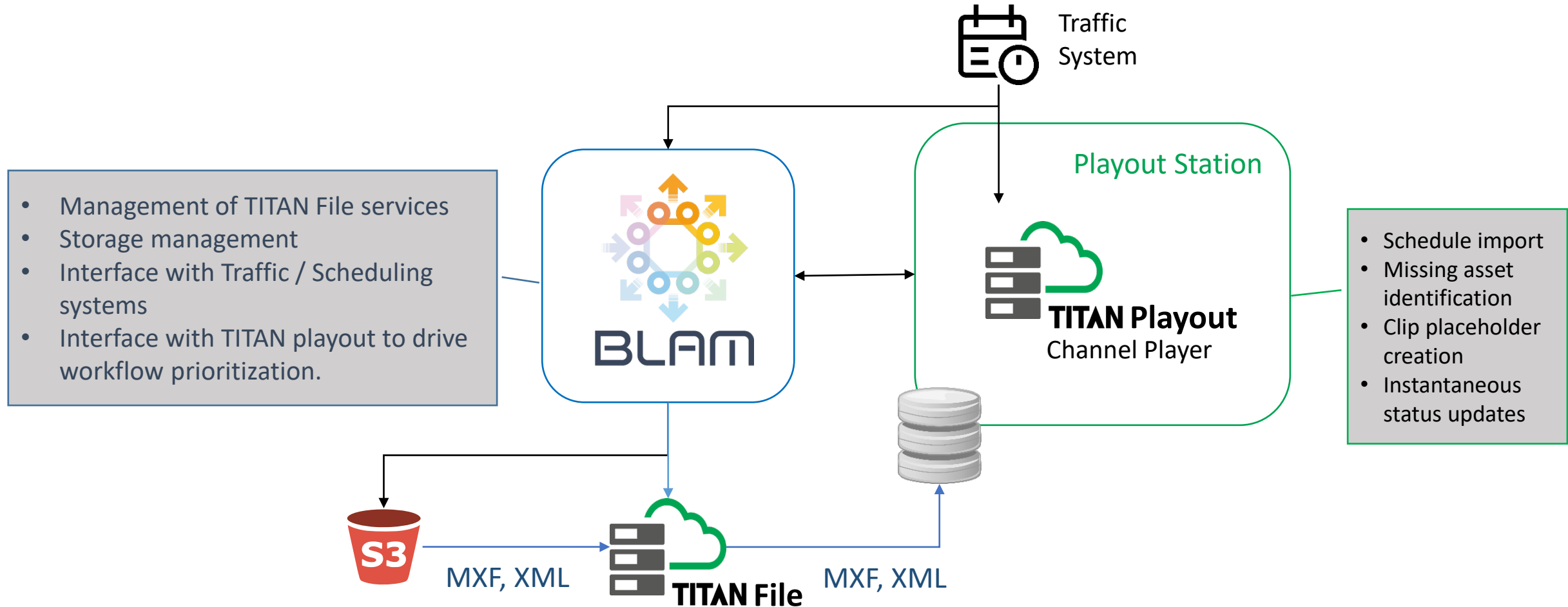
Asset
Updating



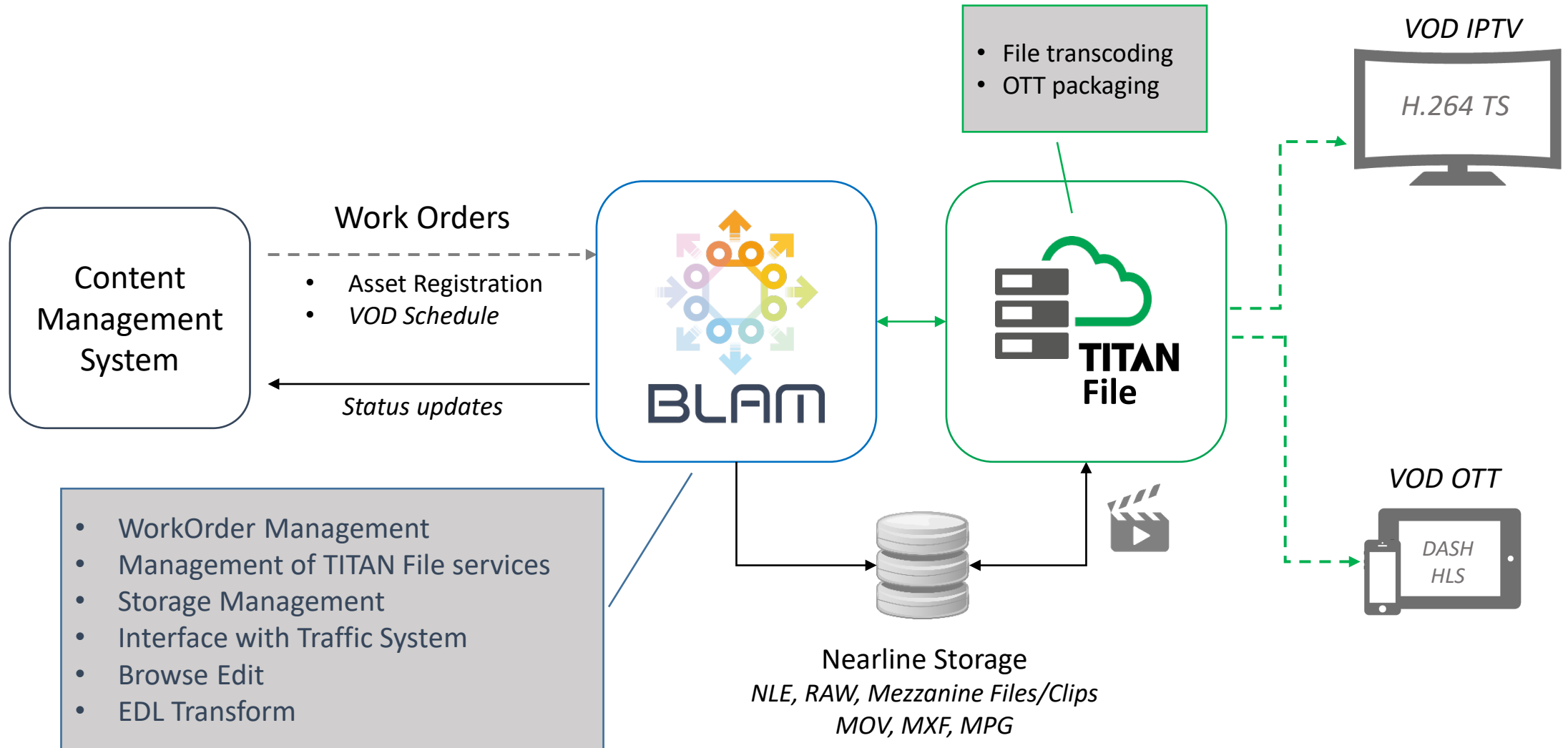
Manage by Exception, From Ingest to Playout



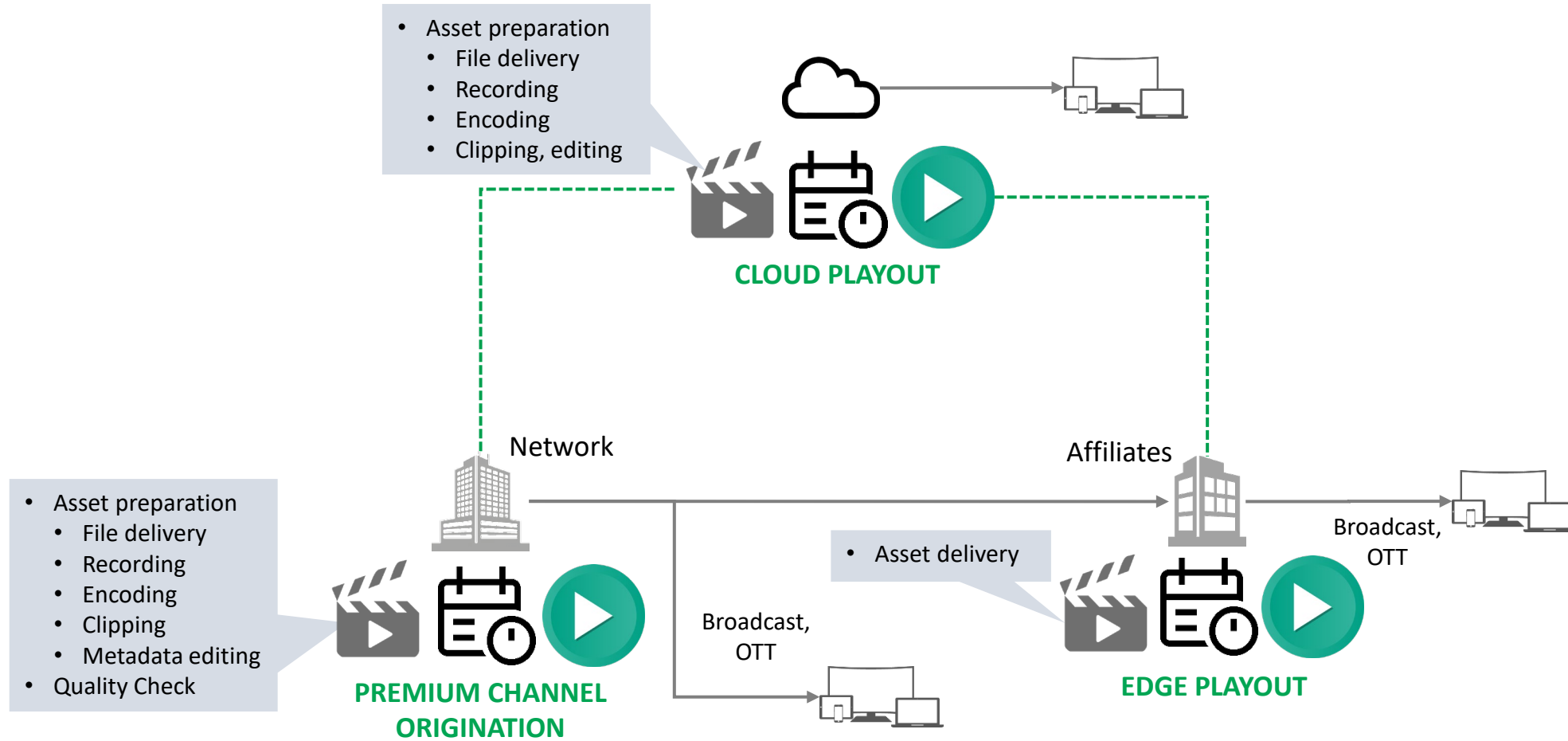
Orchestrate Media Discovery and Delivery For Playout



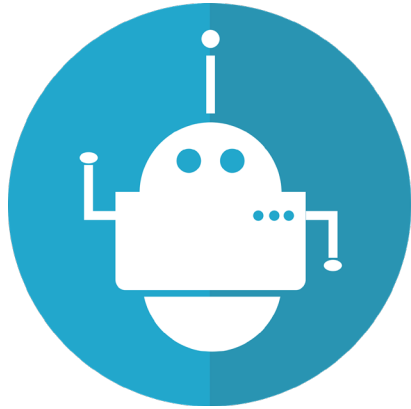
Automate Media Supply Chain for Non-linear Provisioning



Cooperate Anytime, Anywhere



Ateme and Blue Lucy Delivering Modern CSC, Today



Automate
workflows



Manage by
exception



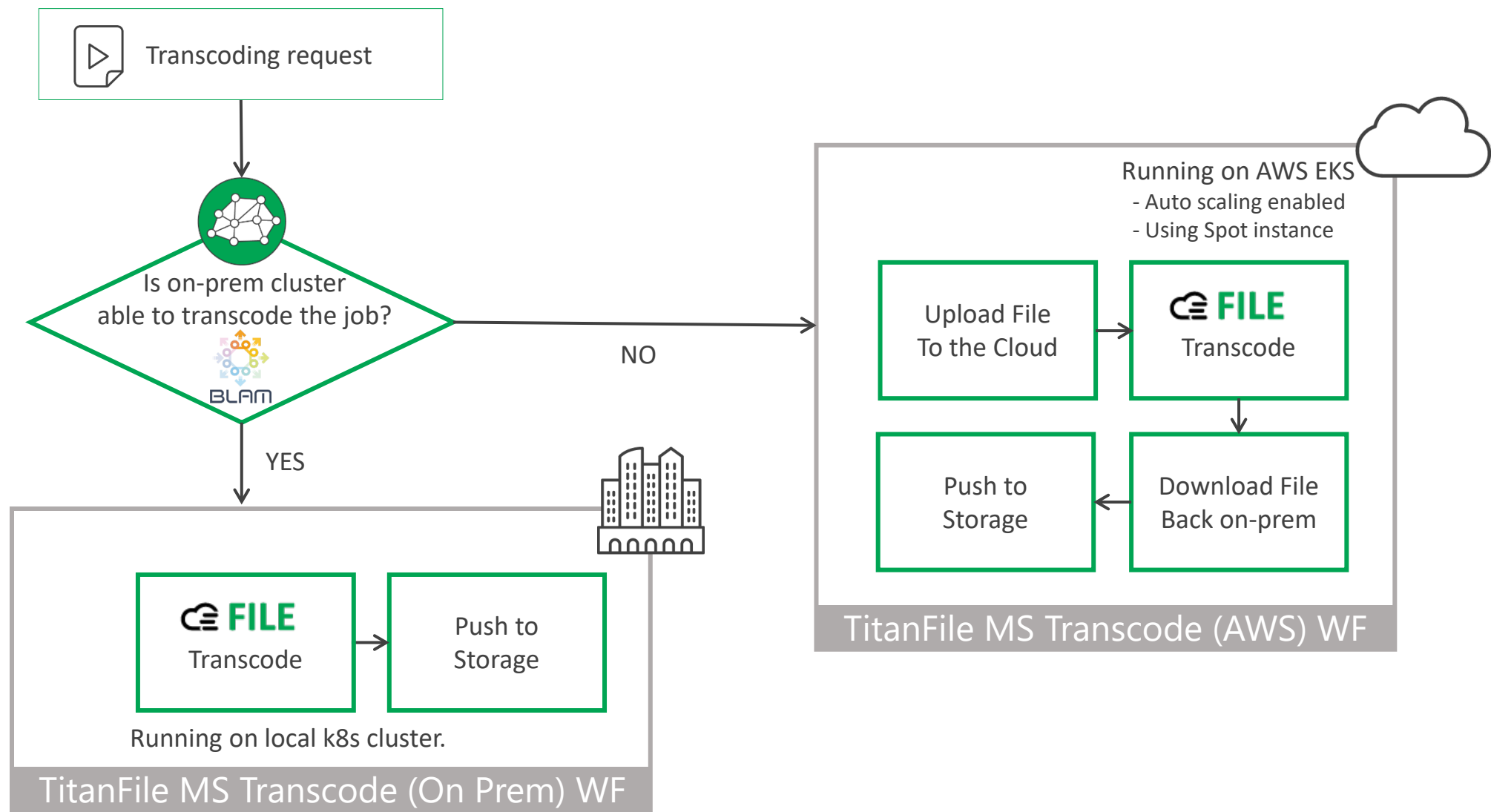
Deploy
anywhere

Agenda

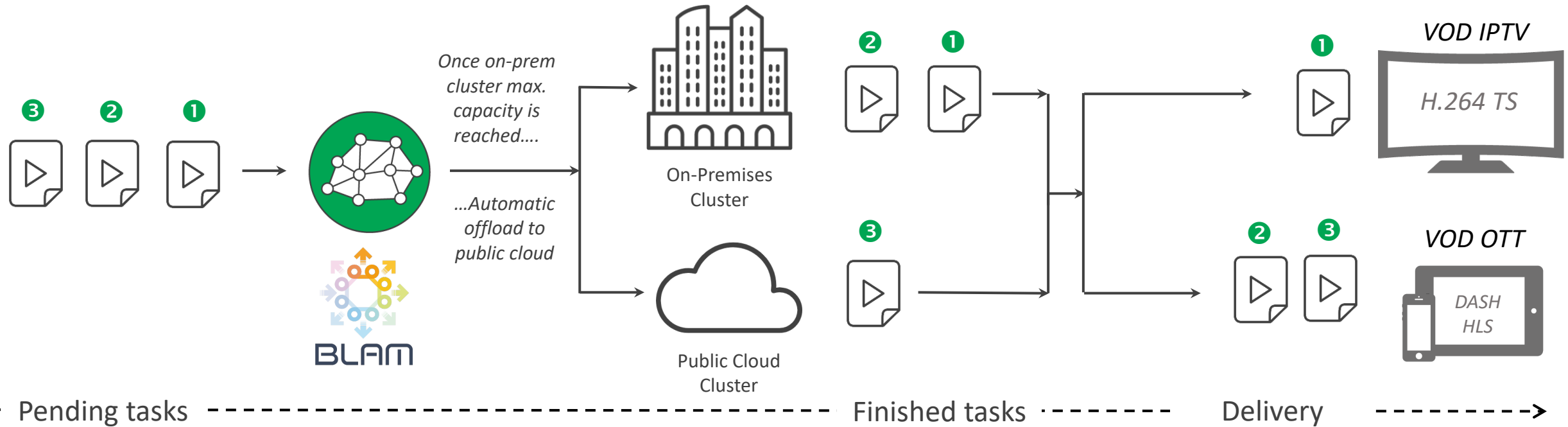
- Introductions
- Uses cases discussions
- **Demo : Offload in the Cloud**
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Scheduling Based on number of jobs in queue: Workflow

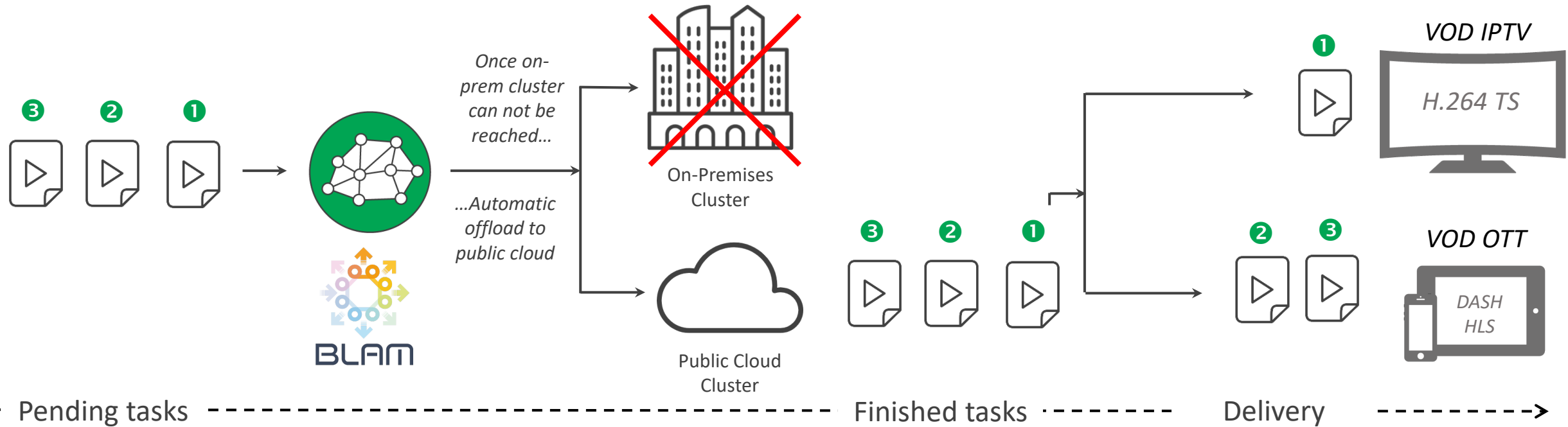


Demo Workflow - Offload of File Transcoding to Public Cloud



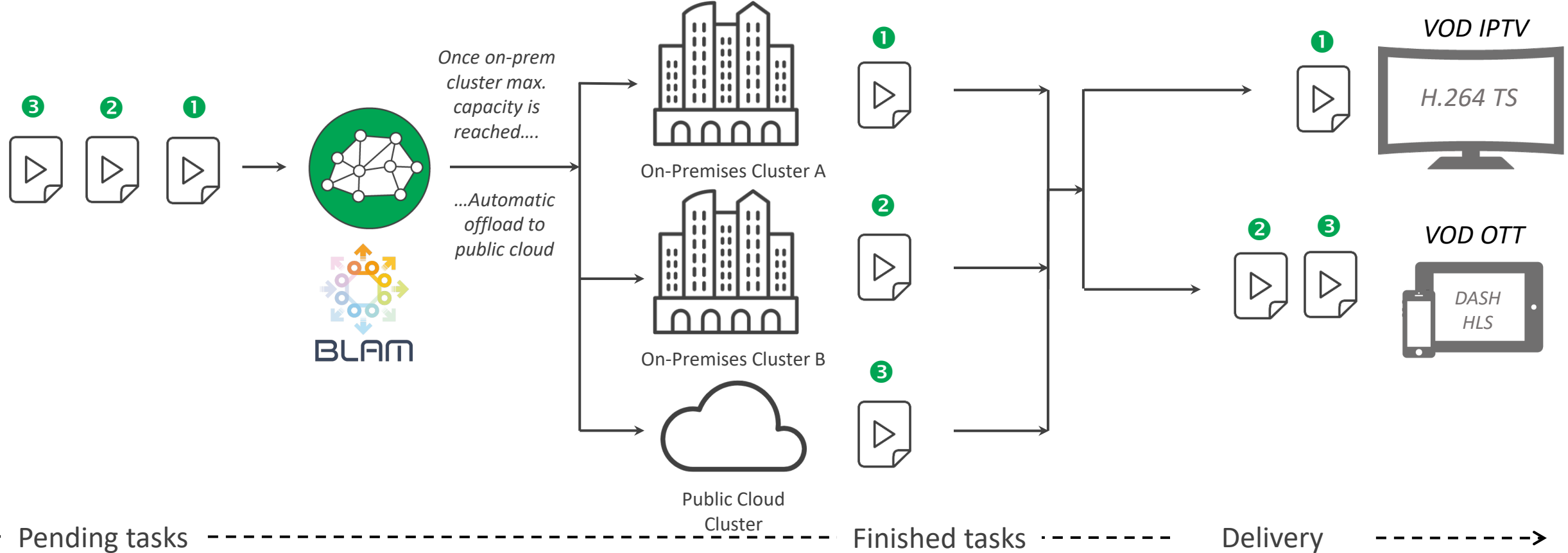
- Task #1 and #2 are transcoded on-prem
- On-prem cluster maximum capacity is reached
- Task #3 is transparently offloaded to public cloud clusters

Disaster Recovery to Public Cloud



- Task #1 and #2 are transcoded on-prem
- On-prem cluster maximum capacity is reached
- Task #3 is transparently offloaded to public cloud clusters
- **This workflow can also use for Disaster recovery.**

Can add 3 or more clusters and run transparently.



- Can add more clusters.
- The deployments getting very flexible with BLAM.



eateme



How can we
Help You ?



Thank you



Any questions ?
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