24h ATEME

ateme

BLUE LUCY

interra systems

New Monetization Workflows

Delivering Efficiency and Precision

Jean-Louis Lods – March 3rd 2021

Your Session

Hosts

Jean-Louis Lods

Origination and Publishing
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Agenda

- **Background**
- Foundation for Modern Supply Chain
- Delivering a Modern Media Supply Chain
- 11 Step Guide to Business Efficiency

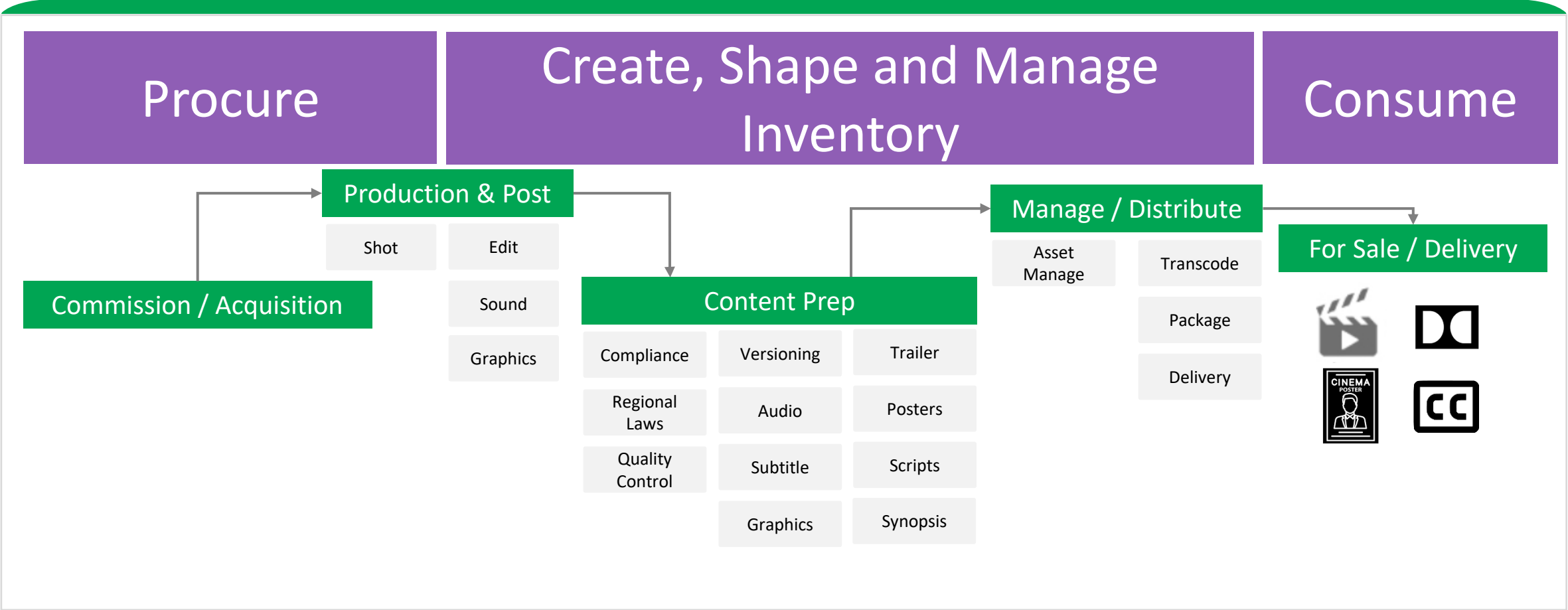# Importance of Next Gen Supply Chain

- 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

from DPP Survey Report, April 2020

Media Supply Chain | It Doesn't Change

Procure	Create, Shape and Manage Inventory	Consume

Production & Post

Shot	Edit
	Sound
	Graphics

Commission / Acquisition

Content Prep

Compliance	Versioning	Trailer
Regional Laws	Audio	Posters
Quality Control	Subtitle	Scripts
	Graphics	Synopsis

Manage / Distribute

Asset Manage	Transcode
	Package
	Delivery

For Sale / Delivery

State of Affairs

- MSC is working, but is it optimal?

- Content Discovery – What do you have?
  - Quality Control – Is your content up to Consumer Demands
  - Metadata – a First-Class Asset

- Global Volume – How much time do you have
  - Increasing demand to fill - Managing Output and Onboarding

- Human Capital Investment – What's Important
  - What are you plans for reducing Operational Cost?

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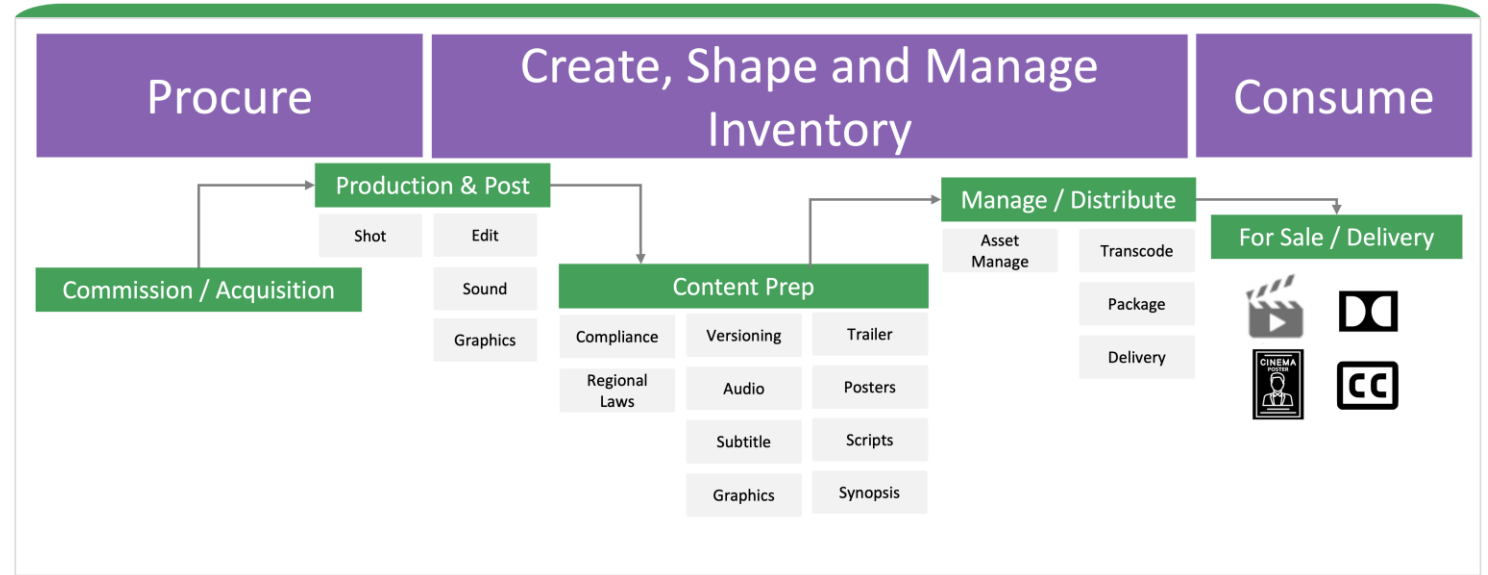# Foundation for Modern Media Operations
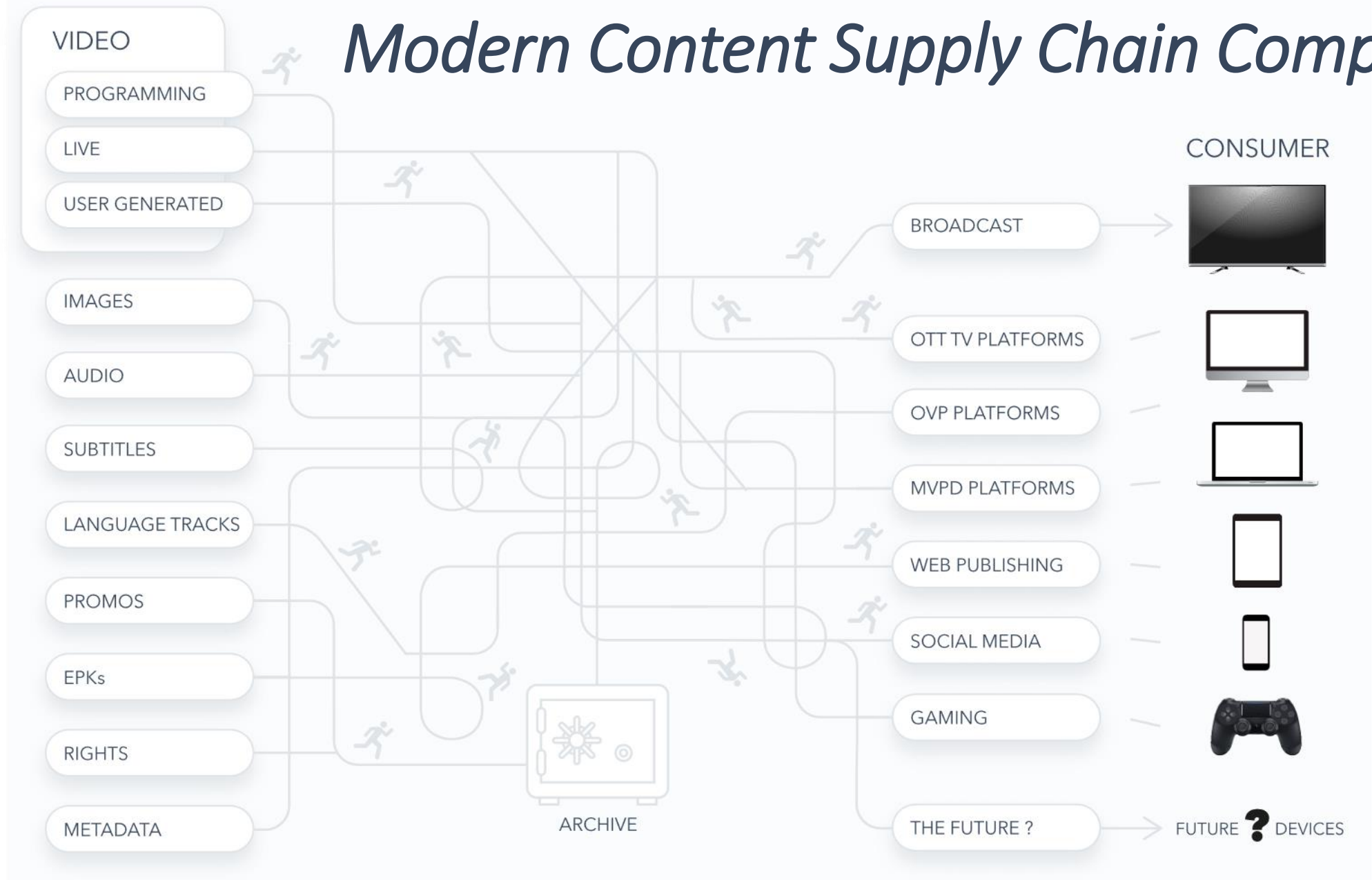
Automated
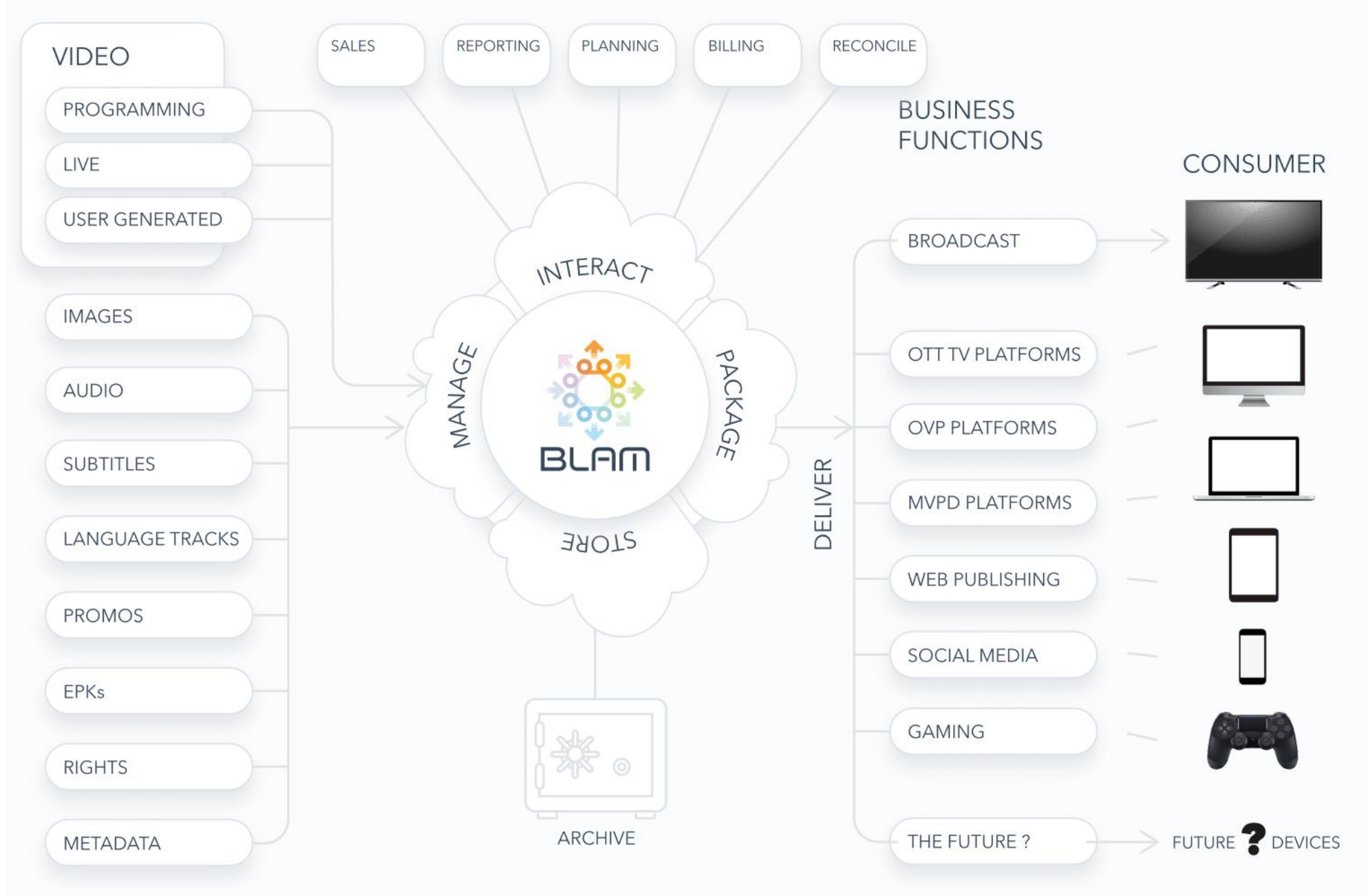
Consistent

Precise

One Operation
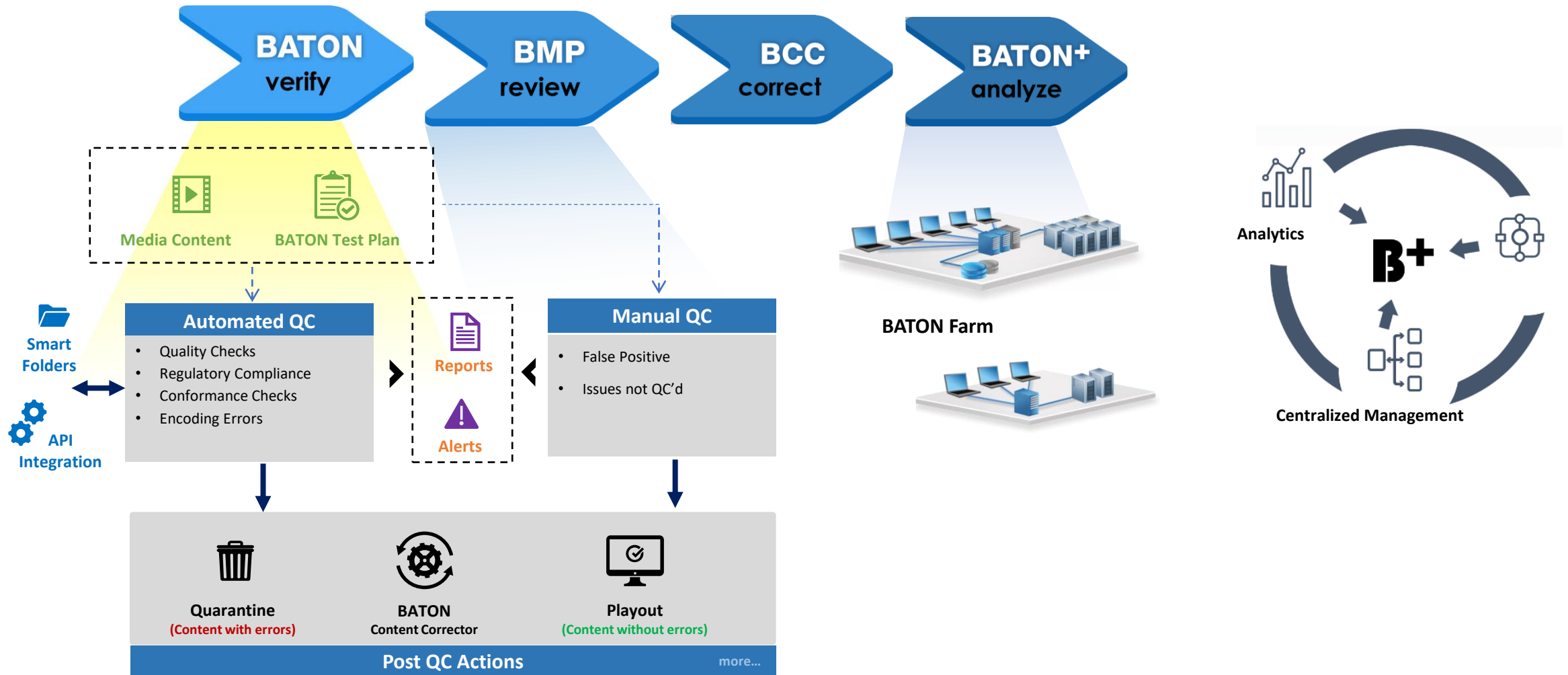
Location Agnostic

Manage by Exception

Modern Content Supply Chain Complexity
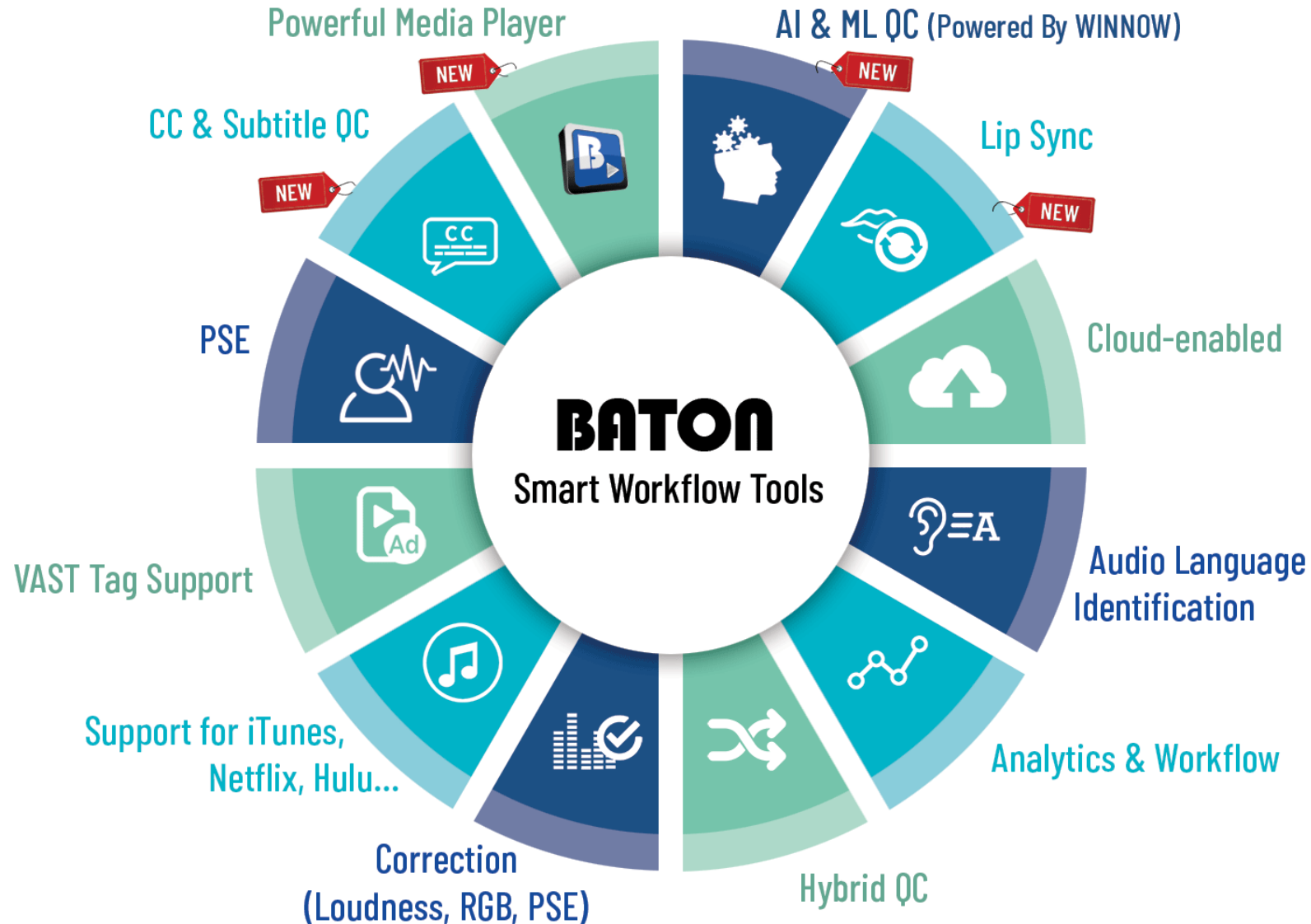

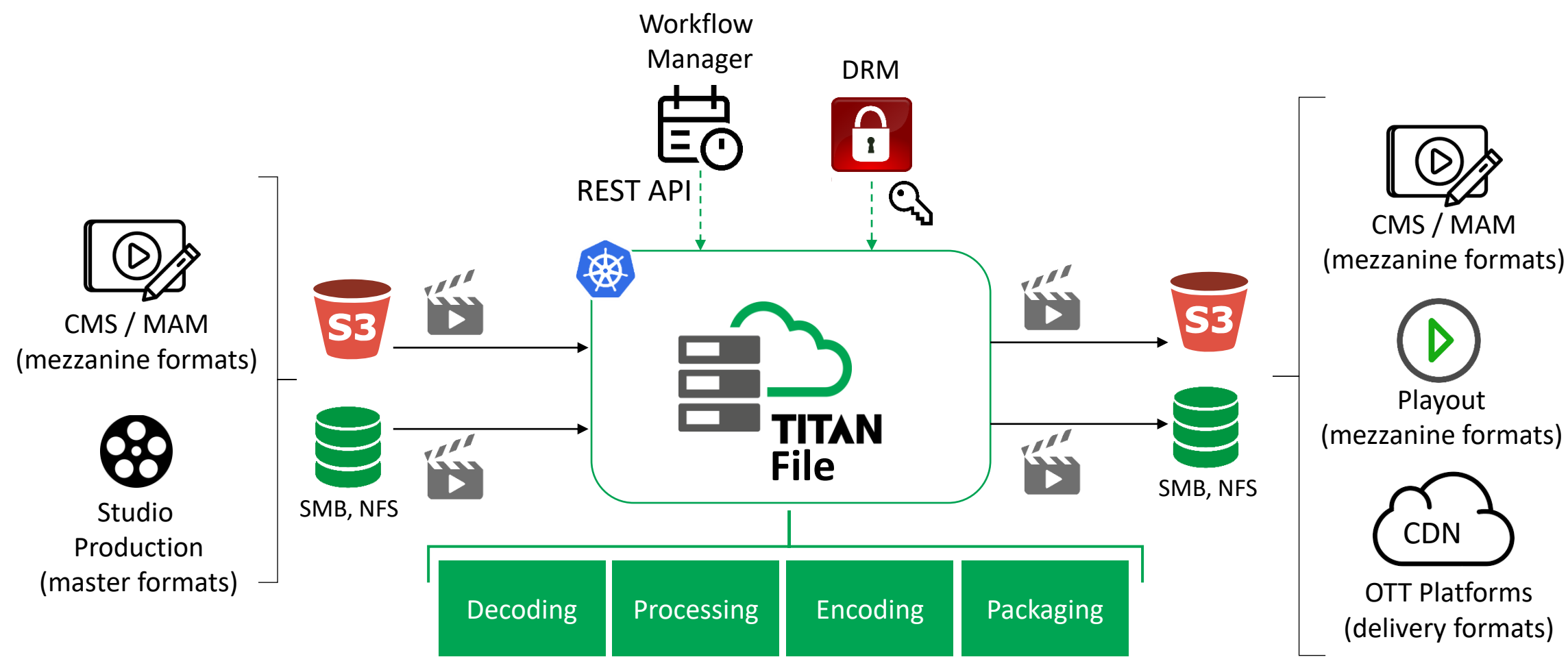**VIDEO**
- PROGRAMMING
- LIVE
- USER GENERATED

- IMAGES
- AUDIO
- SUBTITLES
- LANGUAGE TRACKS
- PROMOS
- EPKs
- RIGHTS
- METADATA

ARCHIVE

CONSUMER
- BROADCAST
- OTT TV PLATFORMS
- OVP PLATFORMS
- MVPD PLATFORMS
- WEB PUBLISHING
- SOCIAL MEDIA
- GAMING
- THE FUTURE ? → FUTURE ? DEVICES

BATON | Usage Model

BATON verify

BMP review

BCC correct

BATON+ analyze

Media Content

BATON Test Plan

Smart Folders

API Integration

Automated QC
- Quality Checks
- Regulatory Compliance
- Conformance Checks
- Encoding Errors

Reports

Alerts

Manual QC
- False Positive
- Issues not QC'd

BATON Farm

Analytics

B+

Centralized Management

Quarantine
(Content with errors)

BATON Content Corrector

Playout
(Content without errors)

Post QC Actions   more…

BATON | Smart Workflow Tools

Powerful Media Player — NEW

AI & ML QC (Powered By WINNOW) — NEW

CC & Subtitle QC — NEW

Lip Sync — NEW

PSE

Cloud-enabled

VAST Tag Support

Audio Language Identification

Support for iTunes, Netflix, Hulu...

Analytics & Workflow

Correction (Loudness, RGB, PSE)

Hybrid QC

BATON
Smart Workflow Tools

TITAN File Supports A Wide Range Of File Workflows

Workflow Manager

DRM

REST API

CMS / MAM
(mezzanine formats)

Studio Production
(master formats)

S3

SMB, NFS

TITAN File

Decoding | Processing | Encoding | Packaging

S3

SMB, NFS

CMS / MAM
(mezzanine formats)

Playout
(mezzanine formats)

CDN

OTT Platforms
(delivery formats)

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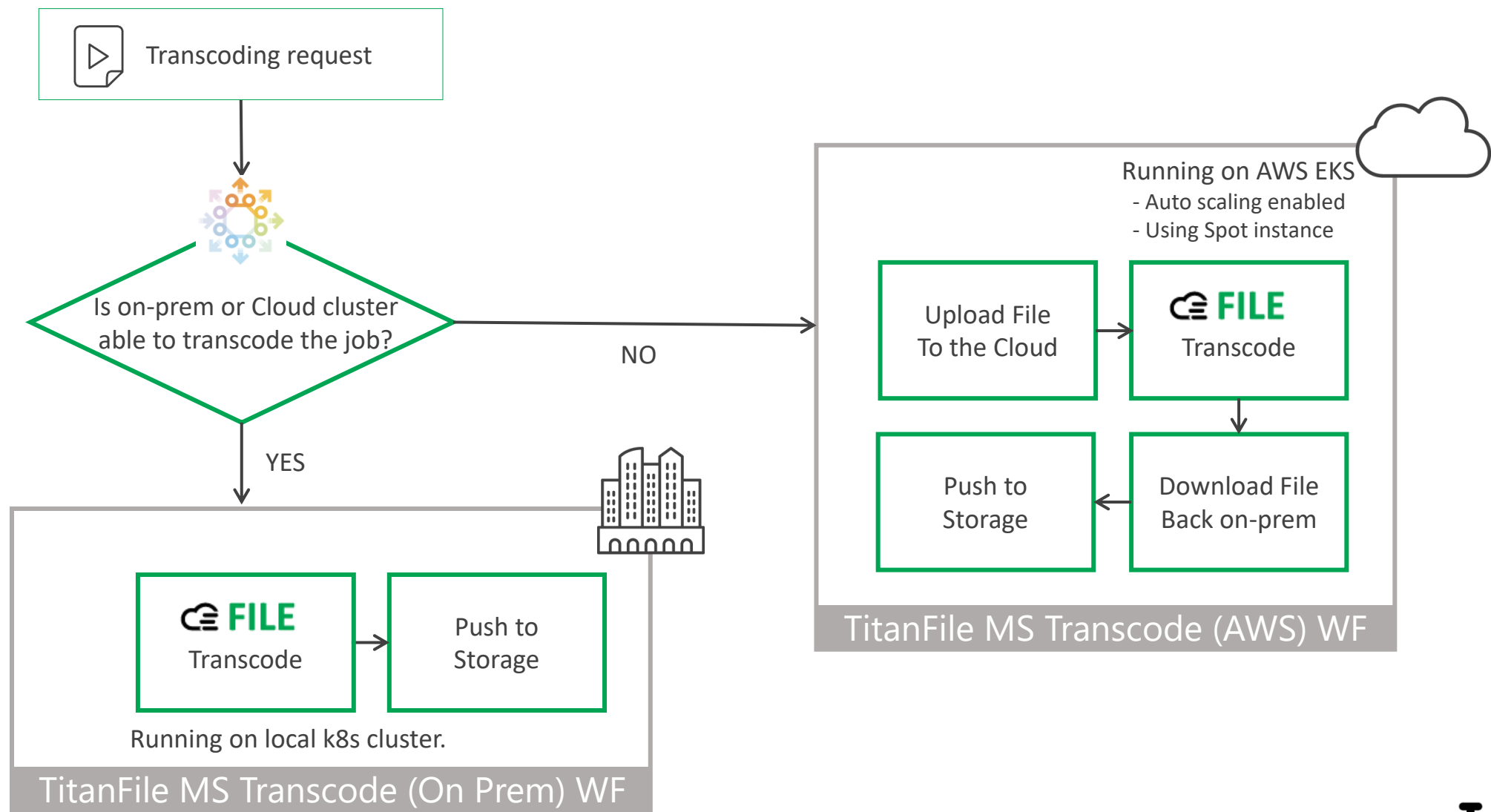# Delivering Modern MSC, Today

Automate workflows
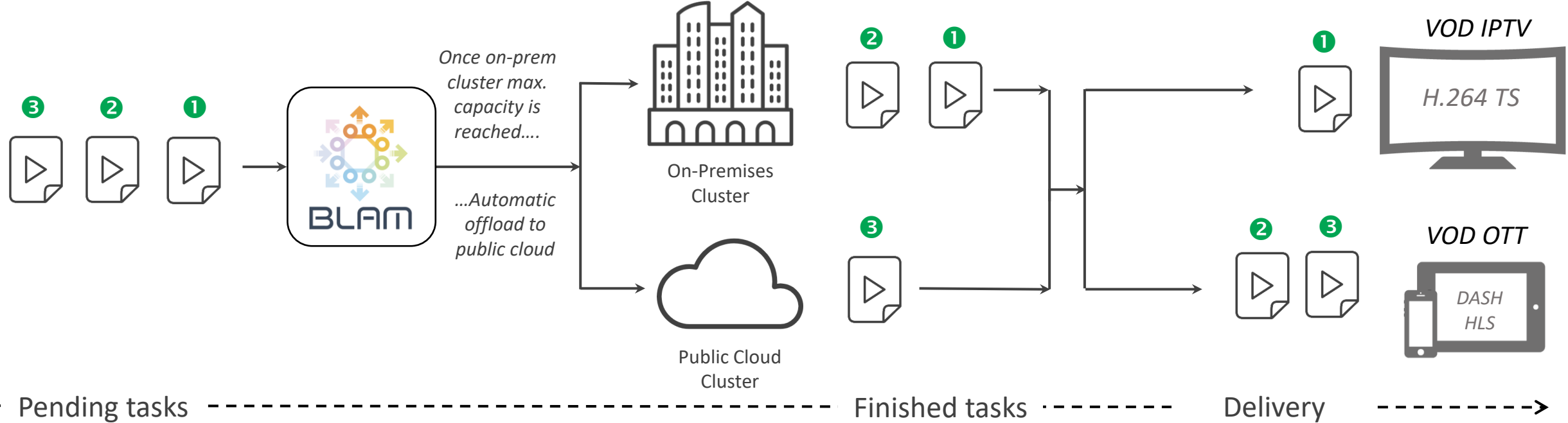
Manage by exception

Deploy anywhere

Work| In Control

Scheduling Based on Location or Jobs in queue

Transcoding request

Is on-prem or Cloud cluster able to transcode the job?

NO

YES

Running on AWS EKS
- Auto scaling enabled
- Using Spot instance

Upload File To the Cloud → FILE Transcode

Push to Storage ← Download File Back on-prem

TitanFile MS Transcode (AWS) WF

FILE Transcode → Push to Storage

Running on local k8s cluster.
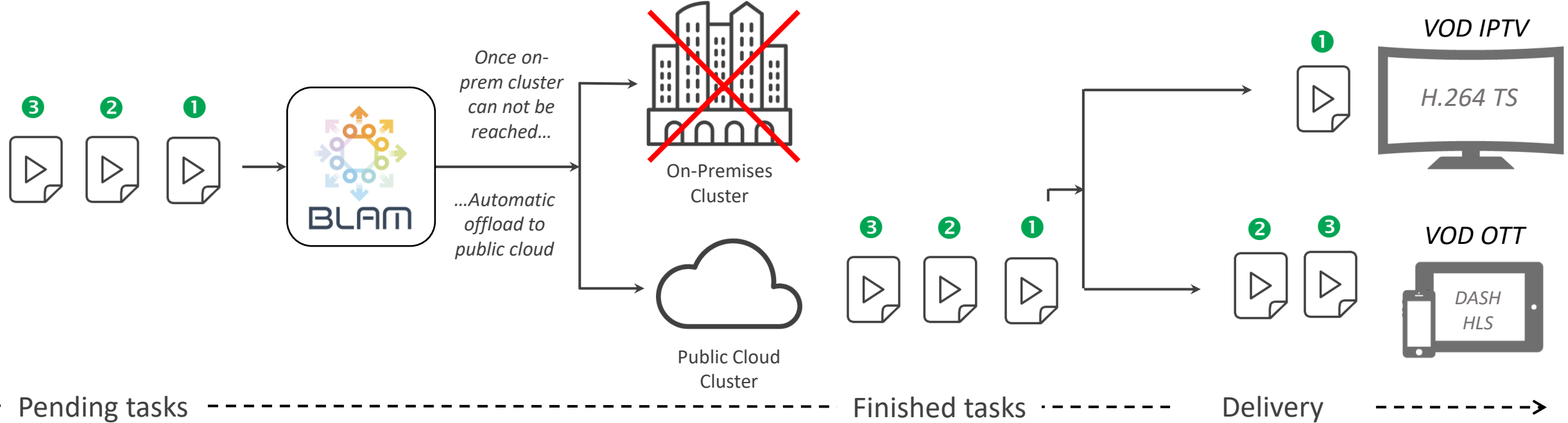
TitanFile MS Transcode (On Prem) WF

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

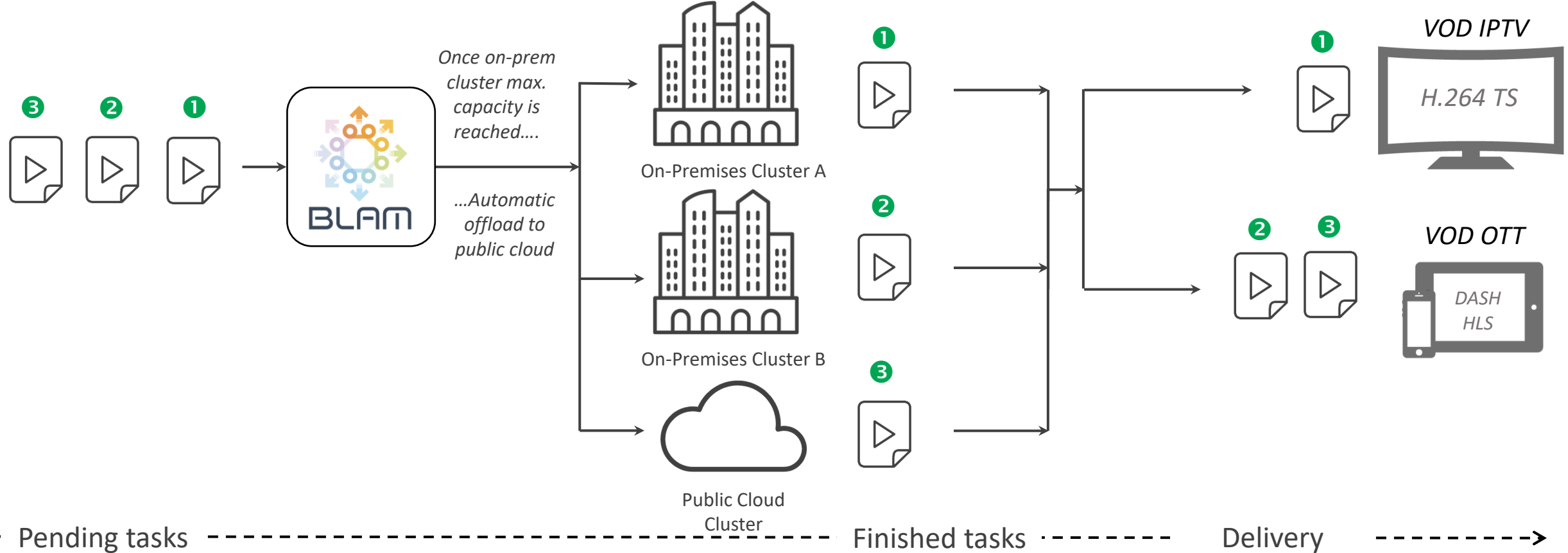- Task #1 and #2 are transcoded on-prem
- On-prem cluster maximum capacity is reached
- Task #3 is transparently offloaded to public cloud clusters
- **This workflow can also use for Disaster recovery.**

Can add 3 or more clusters and run transparently.

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

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Reducing operational overhead costs, enabling business logic, metadata driven automation for media capture, ingest, manage, enrich, store and delivery.

Schedule aware prioritization of workflows, **ensuring service level** requirements are met.

Lowering opex by reducing 'eyes on' QC, automated file quality control with simplified visualization.

Reducing storage cost through efficient use of centralized storage management including automated processes for optimization and archiving.

11 Step Guide to Business Efficiency

Management of resources to provide **load balancing and resilience** and **business continuity**

Powerful workflow configurations supporting a **nimble operating model**.

Migrate and Integrate business wide workflows to reduce and then **eliminate silo workflows**

Cloud native: Public Cloud, On-Prem and Hybrid

Management insight, dashboards updated in real time, from overall operation or specific workflows.

Powerful reporting tools provide detailed management information to support **capacity and workload planning.**

Guidelines for Your Next Gen Supply Chain

Focus on Your Operation

✓ **Connect Disparate Systems:**
  - Connect production and business systems to provide broad visibility and enable 'low friction' business operations.

✓ **Create Efficiencies through Automation:**
  - Enable the controlled migration of production and operations to new service models, On-Prem, Public or Hybrid Cloud.

✓ **Reduce operational costs and exploit new revenue opportunities:**
  - Enables legacy archives and future media requirements to capitalize on current and future multiplatform presence.

THANK YOU