Etere
a consistent system

VIMN:

A business-class solution for Over-The-Top content delivery

VIACOM
INTERNATIONAL MEDIA NETWORKS

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The long and firmly established prestige of **ETERE** as the only company able to provide the most complete and tailored solutions at lowest costs has led **VIMN** to rely upon **ETERE** to deploy a business-class **OTT delivery system**.

▼ CHALLENGE

VIMN has responded to the need to meet the growing demand for **over-the-top services** and the market opportunity to further monetize its media assets by choosing **ETERE's OTT Delivery** as the cost and resource efficient solution to ensure a seamless distribution of content stored in their **media archive**.

The implementation of a **business-class OTT Delivery** for **VIMN (Viacom international media networks)** was the crowning element of a more ambitious project built upon an **ETERE MERP** framework, designed to embrace the acquisition, transcoding, localization and delivery of VIMN's content into a cloud-based, workflow-driven management system.

"ETERE has helped VIMN to improve the distribution and monetization of their OTT content by significantly automating material packaging and cutting delivery times."

VIMN's OTT business consists of granting licenses to **partnering OTT service providers** *(Netflix, iTunes, Net Now, Canal+, Orange, SFR, NumeriCable, Direct TV, cableLabs, Sony Internet TV, etc.)* to distribute content coming from its **networks** (Nickelodeon, Comedy Central, MTV, MTV2, Bet, Nick Jr., etc.), usually after their premiere broadcast in a specific country (USA, France, Brazil, etc.).

This paper will describe the **multi-platform OTT delivery** solution provided by ETERE in order to streamline VIMN's content distribution and ensure a 100% compliance of all delivered materials according to the **technical specifications** required by each particular **OTT platform**. A special focus will be made on the **comprehensive workflow framework** that allows automating the acquisition, conforming, transcoding and transfer of all required material, a key feature that eliminates possible errors during the delivery chain.

Viacom International Media Networks (VIMN) is the international division of **Viacom**, the network that oversees the production, broadcasting and promotion of key **Viacom** brands including **MTV**, **BET**, **Comedy Central**, **Paramount**, **VIVA** and **Nickelodeon**, which are viewed by 700 million households across the world.

VIMN has headquarters in New York, London and Warsaw; other international offices are located in Amsterdam, Berlin, Paris, Singapore, Stockholm, and Sydney; whilst regional offices are found in Athens, Budapest, Buenos Aires, Dublin, Madrid, Miami, Milan, Sao Paolo, Seoul, Tel-Aviv, Tokyo and Zagreb.

▼ SOLUTION

ETERE OTT Delivery is based on a strong grasp of the broadcasting and media industry, being designed to help content providers to keep up the pace with the rapidly increasing demand of over-the-top content by offering a reliable system to automatically license and deliver media with ensured compliance and security.
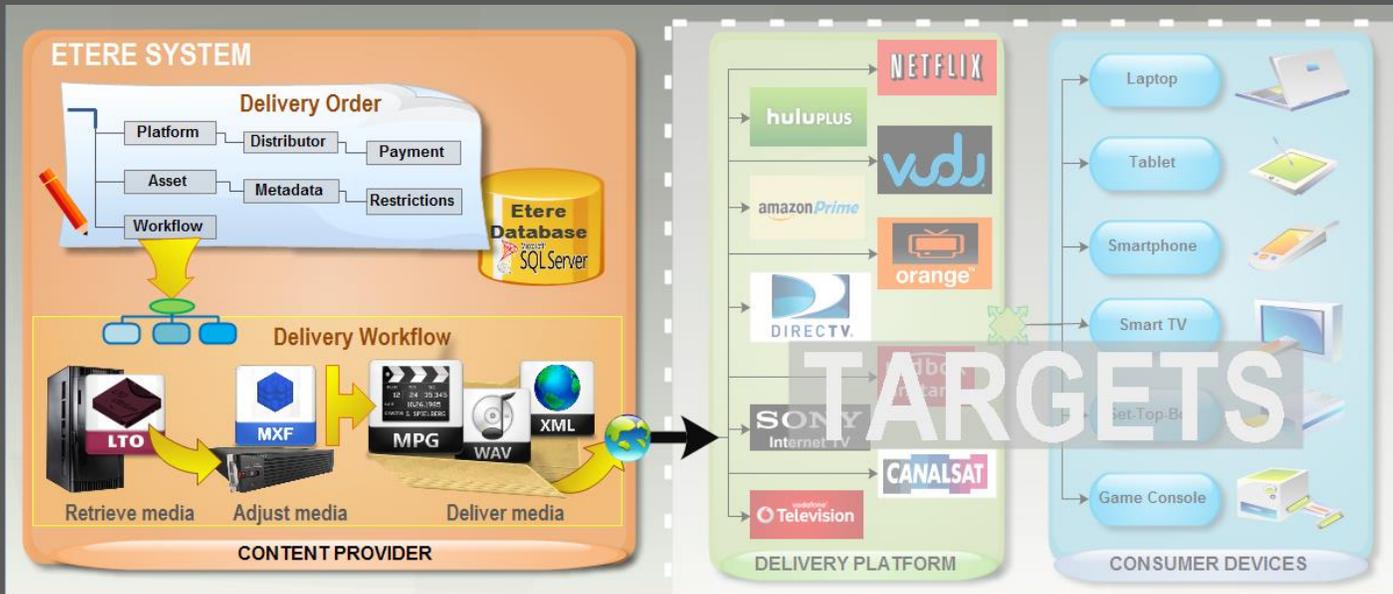
"**Delivery orders** drastically automate licensing, packaging and consignment of premium assets, meeting all contract terms and format specifications of an unlimited number of platforms"

The **OTT Delivery** module enables **content providers** (e.g. broadcasters, television programmers, movie studios, etc.) to carry out the distribution of their content over a variety of **media platforms** (e.g. Netflix, Hulu Plus, Redbox Instant, Vudu, etc.).

A **user-friendly interface** enables users to create **delivery orders** where all conditions can be specified from the distributor, platform, metadata and materials to the **workflow** to be used to automatically **adjust content** to the technical requirements of a specific platform and **transfer packaged files** where needed.

REMARKABLE FEATURES

- Highly-detailed **contractual information**
- Facilitated orders **compilation** and **modification**
- Exclusive order's relation to **specific platforms**
- **Multi-platform** delivery from different orders
- Easy **duplication** of orders to extend platforms
- **Custom XML** headers per order/platform
- **Automatic** adjustment, packaging and transfer
- Quick and easy **monitoring** of processes

DELIVERY ORDERS

With **OTT Delivery**, VIMN content can be delivered just by specifying the **contractual terms** (i.e. distributor, platform, period, price, etc.) and **material** (i.e. one or more different assets), and triggering the **delivery workflow** appropriated to automatically adjust content to the technical specifications of a particular platform.

OTT Delivery is part of **Etere BMS**, the suite of broadcast management tools that cover all key aspects of the sale and purchase of content within broadcast and media companies, from the entry **of licensing rights** to the **usage monitoring** of licensed assets.

MULTI-PLATFORM DELIVERY

An unlimited number of **target platforms** can be defined in the VIMN system, so each **delivery order** can be related to a specific **platform**.

A key feature allows marking content with an "exclusivity" flag to indicate that said particular content cannot be delivered to other platforms (or distributors).

VERSIONS CONFORMING

Before being processed within **delivery orders**, content is **conformed** via workflow to generate a "clean version" suitable for re-use (i.e. without slates and recaps). Conforming is based on the asset's EDL previously marked during the post-acquisition stage.

ON-THE-FLY TRANSFORMATION

Delivered material can include besides media, also **XML files** with **assets metadata**, said files can be created on-the-fly (via workflow) based on a **XSLT transformation templates** designed to suit a required data specification (structure, fields, etc.).

MERP INTEGRATION

As part of **Etere MERP** solution provided to **VIMN**, **OTT Delivery** has placed **VIMN** at the technological forefront of media production and distribution thanks to the latest modular and workflow-based features required to efficiently deliver content to the OTT marketplace:

➢ Outstanding integration with all Etere modules to create a high-level architecture with direct archive and database communication.

➢ Accurate real-time media management, content delivery and processes monitoring

➢ Versatile framework to introduce future changes into the delivery workflow without altering the overall functioning and increasing costs.

➢ Reliable rights structure to restrict specific media, metadata and operations to specific users.
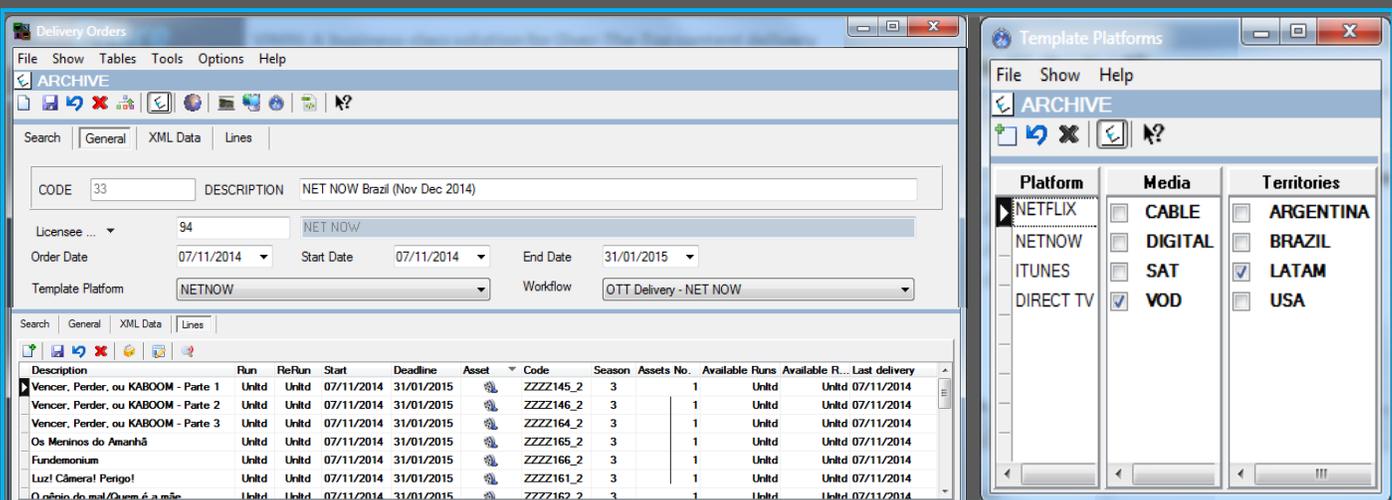
WORKFLOW PROCESSING

The VIMN system has been powered with **workflow technology** to ensure an accurate and automated management of assets. After files (IMX50 or XDCAMHD) are acquired into the VIMN archive, in order to make them "ready for use" a series of **processes** are performed including the **metadata insertion** and **EDL marking** of "visible" segments that compose the **conformed version** (free of slates and recaps) to be delivered.

AUTOMATIC DELIVERY

The **delivery workflow** is the most sensitive part of the entire process; it's where the **conformed content** is adjusted to meet the required specifications of an OTT platform, including transcoding and generation actions required before transferring the set of files to the required destination.
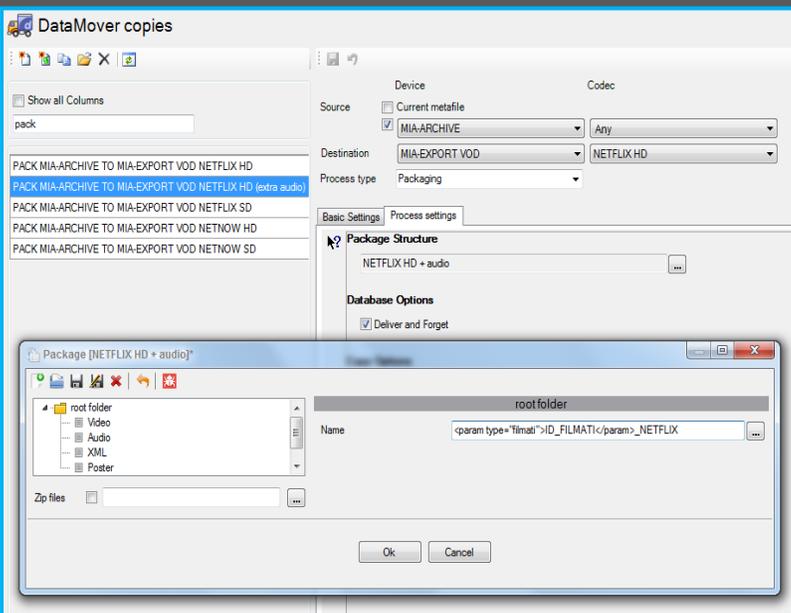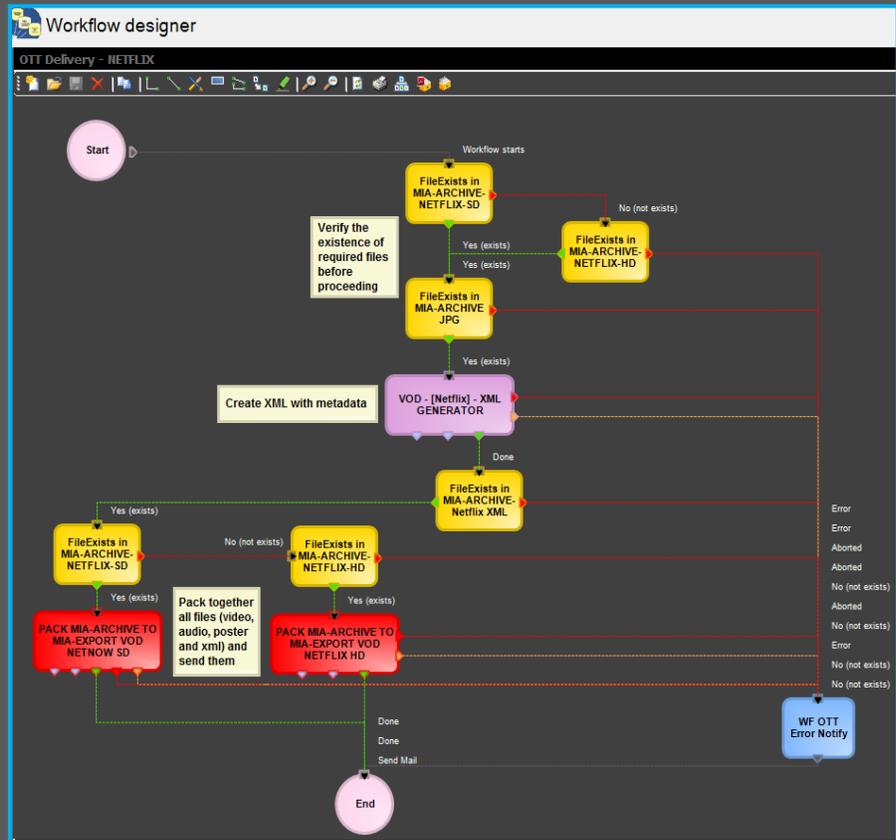
FILES PACKAGING

A special feature consists of the use of a workflow action that allows **packaging multiple files** related to an asset into one single package (directory or zipped file), thus enabling **VIMN** to automate the transfer process of all **required material** (video clips, audio tracks, poster images, xml metadata and subtitles).

THIRD-PARTY TRANSFERS

Besides from using the Etere's built-in ability to transfer files through the FTP protocol, the VIMN workflow has been enriched with the ability to use specialized **file transfer systems** (e.g. Signiant, Aspera, etc.), controlled through an **API interface** to automatically trigger transfer jobs and get their status and progress.

▼ BENEFITS

VIMN has been provided with an **OTT Delivery** based on the **Etere MERP** groundbreaking approach and all the **operational advantages** derived from its use:

- ✓ **Flexibility**, on meeting all technical specifications about format, metadata, rights and location of material delivered to multiple platforms

- ✓ **Scalability**, to add **OTT platforms** without altering the workflow complexity, keeping operational overheads low and overall costs

- ✓ **Efficiency**, achieved by reducing manual intervention and planning in advance the automatic execution of preset workflow actions

- ✓ **Reliability**, derived from the use of streamlined workflows provided with detailed logs for tracking the overall and individual functioning of the system

- ✓ **Accuracy**, on all phases, reducing the risk of errors when delivering material since all operations are continuously checked and monitored

- ✓ **Integration**, of third-party systems at any point of the workflow, allowing to use external file transfers, transcoders and archives.

- ✓ **Security**, across all operations depending on specific user permissions based on the structure of the customer's Active Directory domain

- ✓ **Usability**, of a sophisticated interface that guarantees a smooth use and intuitive delivery of OTT content, including facilitated operations

Etere is an international leader in the media market. Etere develops and distributes a wide range of high technology software for broadcasting and media businesses. With more than 25 years of experience, Etere provides powerful, flexible, cost-effective, high-performance, end-to-end media solutions. Etere is the only company worldwide that can offer you a solution to all your media needs in one single package.

Etere is the only solution 100% workflow based for all broadcast and media environments. It's a common framework where there is real-time sharing of all the data among several applications to manage all media business requirements. The workflow approach allows a fully customized design with edge performances.

Etere guarantees the best after-sales support service on the market with engineers ready to give professional assistance 24 hours a day, 7 days a week. The service includes voice, email, VPN and VoIP with unlimited calls and connection time, and a pro-active system to help diagnose problems before they appear.

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