



Producer™

Content Repurposing Module



Repurpose Content to a Variety of Formats, Codecs and Containers

With file-based content repurposing continuing to be an important part of the digital media chain, Broadcasters and Networks are challenged with finding the most cost-effective, scalable, automated digital video transcoding solution to meet the growing number of formats and portals to the web, mobile, and digital video editing systems. Ideally, integrating this workflow within their existing media production chain remains a priority, as this can be an integral part of maximizing revenue opportunities while minimizing operator time.

The fully integrated Producer leverages the file ingest, metadata integration and archival capabilities within the Observer Media Monitoring and Compliance Logging system. This enables content owners to easily leverage their Observer recorded broadcast assets that can be repurposed in the background to a variety of formats while not impacting time-sensitive operator tasks. This *"set it and forget it"* schedule workflow can deliver content to multiple portals: including broadcast, post-production systems, web, mobile, IPTV, and Cable VOD. With a tab click away, the Producer is fully integrated within the Volicon Observer monitoring and logging platform and automatically retains the program metadata from common news automation systems along with valuable EPG data. This allows for easy clip identification, verification and repurposing all from one Volicon Observer web interface – enabling a cost efficient workflow for repurposing file-based content without relying on separate applications that inhibit progress. With the full range of industry-standard formats, codecs, bit rates, resolutions and quality settings available, the Producer enables operators to deploy one system that will handle all of their repurposing requirements.



Key Benefits

- Allows full monetization of broadcast assets
- Format profile builder to customize over 40+ formats
- Fully integrated with Observer platform
- Quick Add to Transcode Basket Shortcuts
- Scheduling option for hourly,daily or weekly transcode jobs
- Post-Processing options to add banners, timecode, and modify audio, bit-rate and quality
- Transcoded content can be stored locally or sent to shared hot folders on network
- Producer "Express" option for just DVD export and other formats

Common Use Cases

- Desktop or mobile portal publishing
- Internally repurposing live breaking news
- Repurposing content for editorials
- Reformatting for long term archival

Producer System Includes

- Dedicated Producer 1RU server
- Producer license key for access to Producer Tab within Observer*

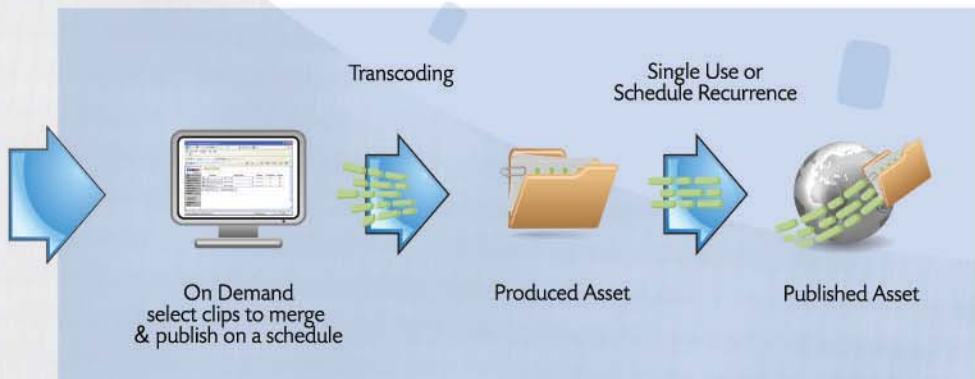
* Separate Rhonet™ standard transcoding engine license to be provided by customer

Producer™ End to End Workflow



Observer
Logged Video &
Schedule Metadata

Producer Module



Producer™ How it works

From the Observer web-based interface, operators can manually browse video or search by CC/Teletext keyword or date & time and select either previously logged clips or sub-clip out shorter sections of a channel's live stream to add to the producer bucket for repurposing. In addition, clips can also be created by the As-Run log from the station's automation system. Initially, operators can set up destination specific repurposing profiles that include the target destination (hot folder, local drive, etc) format, bit rate, resolution and container for the selected content they wish to repurpose.

Once a clip is selected, the user then selects the repurposing profile and an optional publishing schedule – either one time or on a recurrence pattern (i.e. daily, weekly, monthly) for that clip and then submits the job. Based on the attributes selected, the content is then immediately transcoded and the asset is published externally to a hot folder or even locally to the Producer system.

Producer™ Common Use Cases

Repurposing content for editorial workflows

– Many networks create editorial programs with content delivered over governmental, news and local networks. In this use case, the Observer continuously captures, archives and indexes the 'of interest' station and network channels. When the operator wishes to obtain editorial content, they can search Observer captured content visually or through CC/Teletext indexing. The operator can then select which content is to be repurposed and use Producer to transcode and publish the selected content to their digital video non-linear editing system, such as an Avid Media Composer or Apple Final Cut Pro and accessed on shared storage network systems, such as Avid Unity platforms.

Desktop, Social Media, Mobile portal publishing

– Operators can setup the producer to publish programs to the desktop or mobile video portals to increase the reach of their content. Operators select content clips delineated by the automation metadata or manually indicate specific content to repurpose. Once selected, the content can be transcoded into a variety of codecs (Flash, WM, MPEG,...) and containers (3GPP, MPEG-2 TS, VOB,...) depending on the target portal requirements. These assets may also be published and delivered to their destinations on different schedules as dictated by commercial strategy or contractual agreements.

Internal Repurposing for Live Breaking News

– Stations and news networks have some of their most valuable content during live breaking news. The Producer works with both the Observer logging system and the station automation system to capture and index all broadcast content. When operators wish to reuse breaking news, users can then select and clip live streaming content to be repurposed for immediate transcoding and publishing to the web, NLE, or mobile device.

Reformatting for short/long term archival

– While the Observer can be configured to archive up to 1 year locally, some operators choose to have centrally managed archival in a data warehouse to extend the limit, ensure disaster recovery or standardize formats. In this case, the Observer can be set for a higher quality, shorter term archival while the Producer is configured to transcode down and publish the archive to the data warehouse. This allows the operator the immediate, integrated access to a higher quality locally accessed short term (30 day) archive while facilitating a lower quality, longer term archive in a data warehouse.



Supported Formats

Video Codecs

- MPEG-1, MPEG-2, MPEG-4
- H.263, H.264, VC-1, Flash
- DV25, DV50, DVCPPro
- DPS, DivX, JPEG 2000
- Avid™ DNxHD, Panasonic™ AVCIntra
- Image Sequences
- Windows Media, RealVideo

Audio Codecs

- PCM, MPEG-1 Layer II, MP3
- AAC, AMR-NB
- WM Audio, RealAudio
- Dolby Digital
- Dolby E
- Dolby Digital Plus

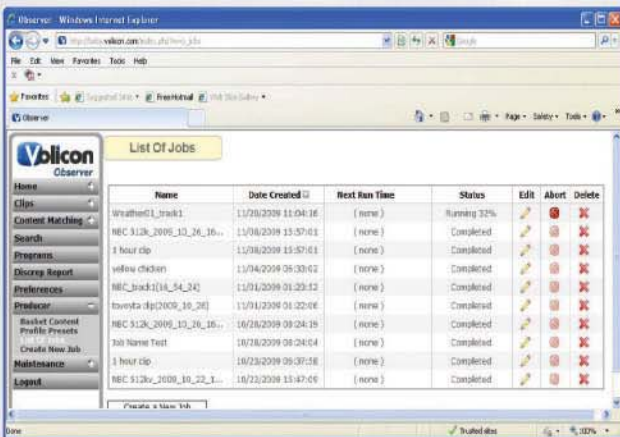
Media Containers

- HDV
- MXF (including D-10/IMX)
- MPEG-2 PS, MPEG-2 TS
- GXF, LXF, QuickTime
- WMV, ASF, AVI, VOB
- 3GPP, 3G2
- WMA, WAV, Broadcast WAV
- Smooth Streaming (H.264, VC-1)
- HTTP Live Streaming

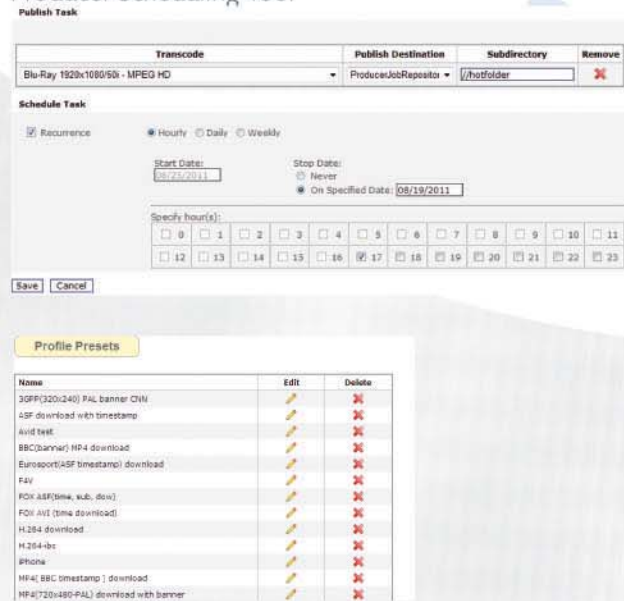
Systems Supported

- Leitch VR, Nexio
- Grass Valley Profile, K2
- Omneon Spectrum
- Quantel sQ
- Avid Editing Systems
- Apple Final Cut Pro
- Adobe Premiere Pro
- Grass Valley Edius

Producer Job List Window



Producer Scheduling Tool



Example of Custom Profile Presets

