



Producer

Content Repurposing Module

Observer Family of Media Monitoring Solutions

With new media emerging as a viable economic chain, broadcasters and networks are faced with an explosion in possibilities for repurposing their content to maximize its value. While new media presents this opportunity, operators need to be able to integrate repurposing into their already existing video production chain to maximize revenues opportunities while minimizing expenses.

The Producer content repurposing enables content owners to easily leverage their broadcast assets in the new media world where one program can be delivered to multiple portals: broadcast, web clips, over-the-top TV, & mobile video. The Producer is fully integrated with the Observer monitoring and logging platform as well as the program metadata from the customer's automation system. This allows easy clip identification, verification and repurposing from one interface – enabling an easy and profitable entry into new media. With the full range of codecs, bit rates, resolutions and quality settings available, the Producer enables operators to deploy one system that will handle all of their repurposing requirements.

Server Software

- Content import (Observer) integration
- Rhozet industry standard transcoding engine
- Full selection of A/V codecs & containers
- Web interface for local or remote administration and operation
- Full archival access up to 1 year

Module System & HW Requirements

- Observer System for A/V ingest and archival
- Producer HW Server
- Observer Central Server optional

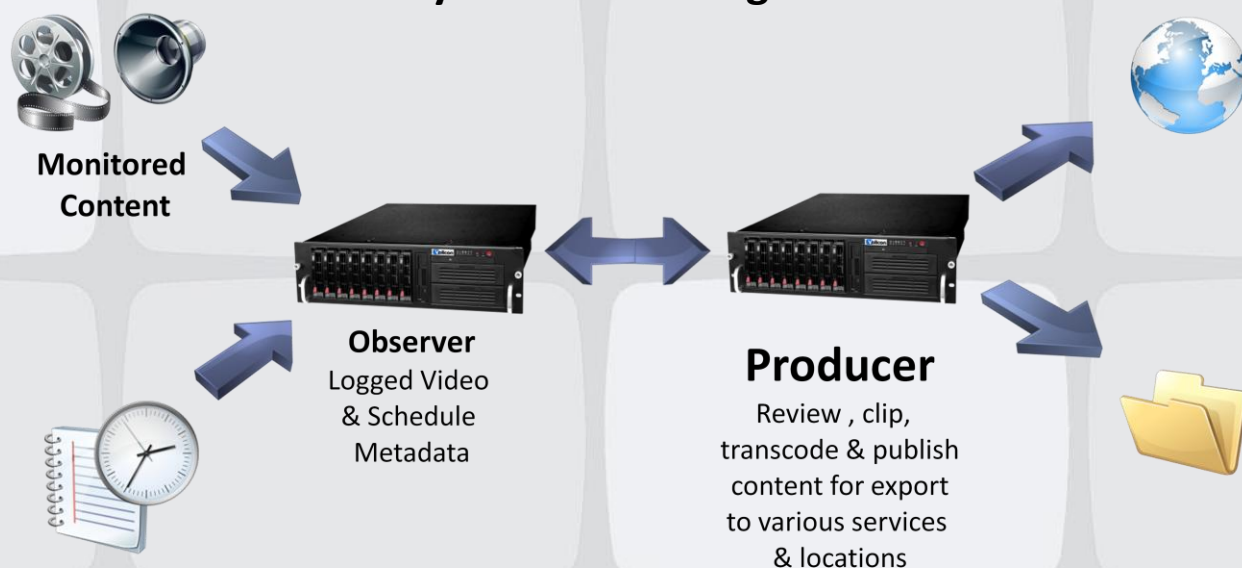
Common Use Cases

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

Key Benefits

- Allows full monetization of broadcast assets
- Easy to setup and operate
- Fully integrated with Observer platform
- Flexibility for leveraging broadcast content

System Block Diagram



Common Use Case Detail:

- Desktop or mobile portal publishing - Operators can setup the producer to publish programs to 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 would be transcoded it 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 Live Breaking News – Stations and news networks have some of their most valuable content during live breaking news. The Producer works with the Observer logging system and the station automation system to capture and index all broadcast content. When operators wish to reuse breaking news, users then select and clip content to be repurposed with immediate transcoding and publishing to their editing system. Producer enables the operator to use the live content in multiple manners.
- Repurposing content for editorials 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 the editorial system.
- Reformatting for 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.

Specifications

Video Codecs

- MPEG-1, MPEG-2, MPEG-4
- H.263, H.264, VC-1, Flash
- DV25, DV50, DV100, DVCPro
- DPS DivX, JPEG 2000
- DNxHD, AVCIntra
- Windows Media, RealVideo

Media Containers

- 3GPP, 3G2
- WMA, WAV, Broadcast WAV
- WMV, ASF, AVI, VOB
- HDV, MPEG-2 PS, MPEG-2 TS
- GXF, LXF, Quicktime
- MXF (OP1a, OPAtom)

Producer Task Entry Page

Volicon Observer

- Home
- Clips
- Search
- Programs
- Discrep Report
- Preferences
- Maintenance
- Logout

-producer

Functions

- Add a Export Task
- Add a Transcode Task
- Add a Publish Task
- Add a Schedule
- Send Job

Producer Task Status Page

Producer

Task Guide

Create a New Job

Jobs

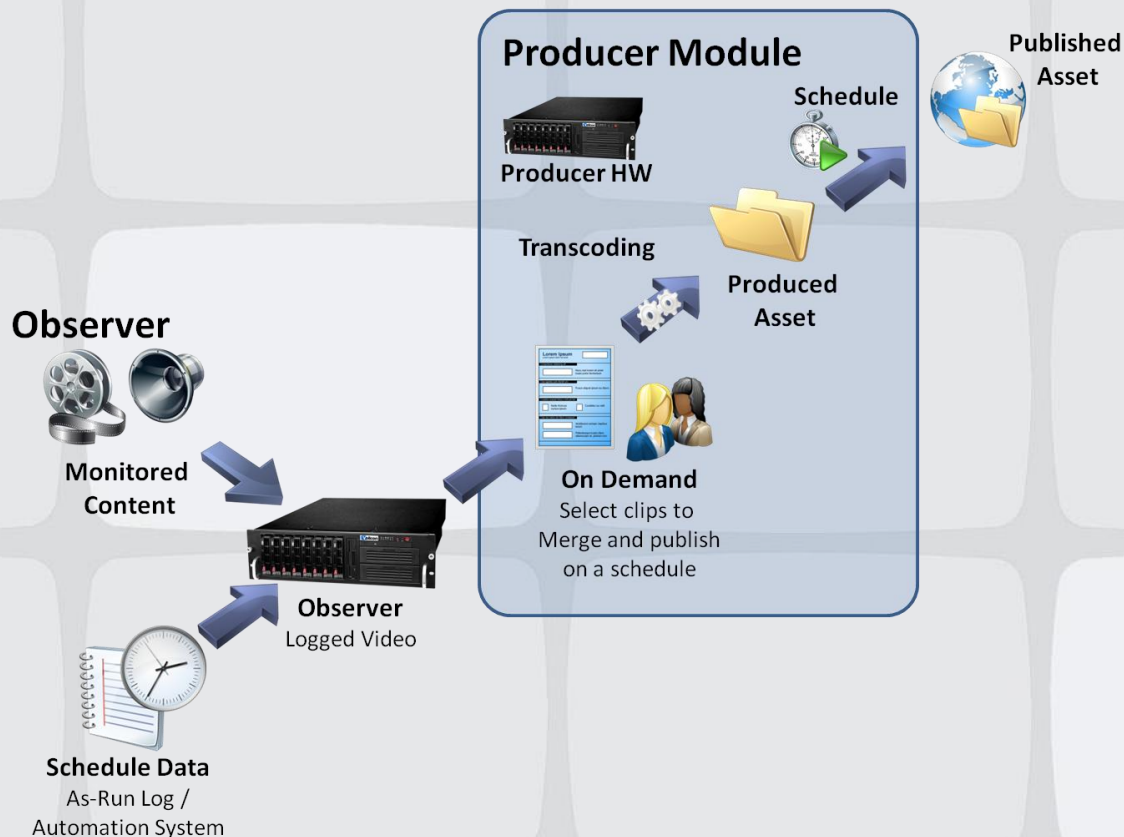
Name	Date Created	Start Time	Progress	Edit	Abort	Delete
rr	04/07/2009 19:37:31	04/07/2009 19:49:39	0.93%	(+)	X	X
clip test	04/07/2009 19:49:38	04/07/2009 19:49:53	0.91%	(+)	X	X
clip test	04/07/2009 19:49:51	04/07/2009 19:50:44	0.68%	(+)	X	X
clip test	04/07/2009 19:50:43	04/07/2009 19:55:01	0.33%	(+)	X	X

How it Works

The Producer leverages the ingest, archival, metadata integration and archival capabilities of the Observer system. Users setup destination specific repurposing profiles that specify the target codec, bit rate, resolution and container for the A/V content. From Observer GUI, users can create clips in several manners:

- Manually review video and create clips
- Select clips created by schedule metadata from the automation system.
- Perform CC/Teletext search option to identify content and create clips

Once a clip is selected, the user then selects a repurposing profile and publishing schedule for that clip and submits the job. The content is immediately transcoded while the schedule dictates when and where the asset will be published external to the Producer system. All user management, web interface and system integrations are done via the Observer and do not change with the introduction of the Producer.



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