Video Integration Partners Offer Exciting Digital Media Opportunities

Digital television and streaming media technologies offer exciting opportunities for content owners and distributors to increase revenues, brand awareness and interaction with consumers. Nativ and Telestream have created an innovative partnership to enable you to take advantage of proven, repeatable turnkey video workflow automation solutions to meet your needs.

Overview

The emergence of versatile video transcoding and automation technologies offer new business possibilities, including distribution across multiple platforms (e.g. wireless and broadband), enhanced or new product offerings, delivery to more distribution channels in more formats, and the ability to cut costs by lowering operational overhead.

Up until now, one of the challenges within the digital media industry has been the lack of experience in seamlessly and cost-effectively integrating the latest video compression and automation software technologies into new and existing workflow infrastructures. Typically this involves a deep understanding of video, systems integration, workflow and enterprise computing.

Our approach

Nativ and Telestream work with you to address the technical issues that you need to consider, such as:

- Video acquisition and ingest
- Cross-platform transcoding and interoperability
- Digital media management and storage
- Systems integration and workflow
- Middleware and service development
- Localization and/or branding for multiple distribution outlets
- Distribution and DRM

Business rules and analyses translate your needs into practical solutions, integrating legacy systems with new applications.

With combined expertise in advanced video transcoding, legacy video formats, automation, asset management, digital rights management and systems integration, Nativ and Telestream can help you improve your operational efficiency and bottom-line. Using Telestream's software and Nativ's consulting, outsourcing and integration services, you can increase revenues and the value of your content, while minimizing costs and risks, by effortlessly repurposing it for new and emerging video platforms.

Founded in 2001, **Nativ** is a consulting, technology and outsourcing company that specializes in the delivery of video-centric solutions – from broadcast, VOD and IPTV to streaming, download and mobile. Working closely with you, Nativ applies thorough strategic and project planning – to provide the specialized expertise you need to ensure that you dramatically increase your capability, capacity and bottom line.

Founded in 1998, **Telestream** is an industry leader in video compression, transcoding and workflow automation solutions. Telestream's flexible, scalable software products seamlessly integrate with any software enterprise or system solution in record time and at competitive prices. Telestream's technologies provide support for the latest compression standards, thus enabling more cost-efficient storage and transmission, more channels, better picture quality and delivery over lower bandwidth networks.

Customer Case Studies

The following two customer case studies demonstrate how Nativ and Telestream have worked together in the UK to the mutual benefit of two companies with different needs. In these two cases, Nativ provided the consulting and integration services, Telestream provided the transcoding workflow automation products, and Boxer Systems, a UK video supplier, provided the installation services. These are proven, repeatable turnkey video implementations that can be offered anywhere in the world.

Case Study 1: Getty Images Broadcast Quality Video Project

Getty Images is the world's largest supplier of royalty-free and licensed digital imagery with a market worth of over 1 billion dollars. Part of Getty's growth strategy over the coming years is based around expanding its company-wide support for video related products and services. This includes licensing a wider range of video content as well as offering support for video in its Media Manager digital asset management product range (http://mm.gettyimages.com).

The opportunities for a brand as large as Getty Images are huge. However, when Nativ initially engaged Getty, they had limited video support and required further internal knowledge of video content in terms of:

- Ingestion
- Media asset management
- Metadata and Search
- Storage
- Workflow
- Transcoding
- DRM
- Distribution
- Reporting

Nativ successfully landed a large, year-long project to architect, develop and integrate a system to support video management within Getty Images' wider organization.

Nativ's work commenced with an initial phase of strategic consulting – exploring the various market opportunities as well as staging seminars and workshops to educate key staff on digital video. This included key formats and compression theory to broadcast and distribution models. Next, Nativ's team designed and developed an enterprise video workflow solution that would expand Getty's existing Media Manager service for static images only, to one that would support potentially-huge, time-based video files.

During the early business and technical analysis stages, Nativ evaluated a range of transcoding solutions, including those provided by:

- Telestream
- Anystream
- Root6
- Digital Rapids
- Virage

Nativ had worked with many of these solutions previously but was keen for an opportunity to evaluate Telestream's tools. Evaluation required product testing as well as talking to the company's sales and support staff, ensuring they could deliver the right degree of support to their client.

Nativ found Telestream's sales and support assistance to be both timely and helpful, which enabled them to evaluate the product to a high degree. Consequently, Nativ recommended that Getty Images use Telestream's FlipFactory transcoding workflow automation software product for the project. Telesteam's UK supplier, Boxer Systems, was commissioned to assist with hardware and software procurement and installation.

Status & Results

Having recently completed the first stage of this ongoing project, the video integration partners have enabled Getty's Media Manager service to offer comprehensive video support to existing clients, such as General Motors and Disney. When the project advances to true broadcast quality video support, the need for Telestream's products will increase considerably. The Getty Images project is ongoing. It has enabled Nativ to sell in Telestream products and Boxer Systems installation services. The companies' collective input has both impressed Getty Images and ensured the project's continuation.

Case Study 2: Channel4 Video Workflow Infrastructure

Channel4 is one of the UK's largest broadcasters and has been a Nativ client for the past five years. During this time, Nativ delivered technology consulting, outsourced software development and systems integration services.

In early 2006, Channel4 pursued a strategy to build original programming around user-generated video content. Such program formats included '4Docs' and the impending '4Laughs' program. Channel4 commissioned Nativ to assist with the specification, design and implementation of this user-generated video content workflow system, including:

- Ingestion
- Media inspection and validation
- Workflow

- Media asset management
- Automated transcoding
- Moderation and archiving

Early stages of the project involved the provision of technical consulting services to create a preferred video and audio specification. It later involved designing an end-to-end architecture to support the business needs.

Project management was a challenge due to intervention and competing preferences coming from both the broadcast and new media departments. Channel4, therefore, looked to Nativ to provide a definitive solution and trusted Nativ's final judgment. Based on a favorable experience when evaluating FlipFactory® and its confidence in Telestream's UK sales management support, Nativ again recommended FlipFactory.

Channel4 purchased FlipFactory. Based on Nativ's assessment of their needs, they also purchased Telestream's new GraphicsFactory™ graphics assembly software product. Native identified the GraphicsFactory solution to be ideally suited to Channel4's requirements and designed the system to integrate with FlipFactory.

Additionally, Nativ has recommended one of its own products, Mio, a software component for inspecting video and audio files and injecting and extracting metadata. This solution proves very useful when sitting upstream of FlipFactory – particularly where high volumes of user-generated content are concerned. It can effectively filter out all content, which meets a pre-configured set or parameters, including:

- Bit rate
- Codec
- File format

- Frame rate
- Frame size and aspect ratio
- Number of streams, etc.

Status

The Channel4 project is at stage one. Nativ is currently quoting stage two which will involve more scaling, support for higher volumes of user-generated content and inevitably the purchase of more FlipFactory products.

Conclusions

One of the key challenges faced by purchasers of video encoding and transcoding solutions is integration. A solution may be demonstrated to work, but many clients express concern about integrating a solution into a wider workflow. Sadly, systems integration is often an afterthought. It can be very complicated, risky and requires specialist skills – particularly where video is concerned.

As hardware becomes less expensive and more generic and the trend in video manipulation is in the software domain, systems integration at the enterprise software level becomes increasingly important.

The two case studies above demonstrate how a video integration alliance between Nativ, Telestream and Boxer Systems can ensure peace of mind, deliver real value, and provide knowledgeable integration into any infrastructure, within any company and at very short notice.

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