



## MAPreview Applications in the Broadcast Facility

Telestream's MAPreview™ is a powerful multifunction tool for the capture, organization, search and review of live video feeds. Broadcasters considering an investment in MAPreview will find that it offers significant value, since it can be used to improve a number of workflow processes throughout the broadcast facility. This document highlights the primary applications and advantages for broadcasters.

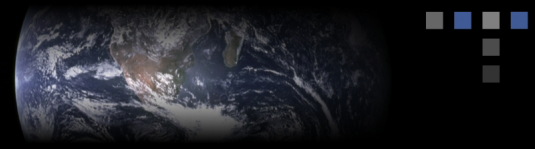
Telestream offers advanced search and playback features, and a range of storage options to provide you with tools for:

- Competitive News Analysis
- Discrepancy Logging
- Repurposing to the Web
- Compliance Logging
- Ad-run Verification

Key benefits include:

- Convenient desktop search and review
- Powerful searching based on time of day, closed captioning key words, and any data from as-run logs such as commercial house ID
- Automated archiving to digital storage, which minimizes manual media handling, preserves your media and provides long shelf life
- Cost-effective storage, since media are encoded and stored in bit-rate efficient Windows Media 9 Series format, minimizing on-line storage needs
- Easy to make a videotape of any content by simply connecting your VHS recorder to the graphics video output of the server to record video being played on the screen (without the player frame)

MAPreview captures up to four channels in the base configuration and includes simple tools for competitive newscast analysis, as well as enough horsepower to publish your content to the Web in multiple streaming formats.



## Multi-channel capture for larger facilities or competitive news analysis

MAPreview includes one or more dedicated *capture servers* allowing you to capture, encode and store multiple channels of audio and/or video. With a second dedicated server for database management, metadata analysis and transcoding, you have the flexibility and horsepower you need for repurposing content to the Web, executive desktop review, and more.

For facilities with multiple channels, we'll help you configure a system to meet your capture and storage needs – including implementations up to hundreds of channels. Start with a two-server configuration to capture up to four channels, and analyze/transcode your content. Add more capture servers to handle additional channels or more MAP servers for expanded transcoding or metadata analysis.

### Newscast analysis

If you'd like your news director to compare your newscast to others, MAPreview automatically records your own newscast and those of your competitors based on preset schedules. Multiple users across your facility can simultaneously gain instant access to these newscasts for review from any networked desktop – either during acquisition or at a later time. You can analyze which station went to break first and who went to weather first.

Now we've also added **Nielsen ratings** to the display, enabling comparison of ratings data alongside the video.



The MAP Quick Review client app lets you save common search profiles, such as yesterday's 6:00 PM news, to the desktop for quick, easy recall. And, you can easily search, view, trim and email segments of the newscast with comments to colleagues to facilitate improvements.

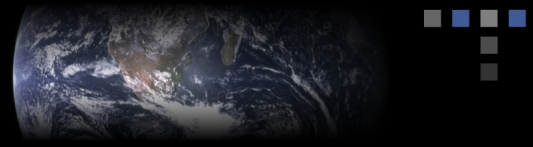
MAPreview makes competitive news review a quick and easy process. When you are ready to review them, you can quickly access and play back multiple time-synched news clips on the same screen. You can select and listen to any audio track you want to hear. Plus, a simple jog shuttle provides precise playback control of your newscasts, including fast-forward and reverse.

### Portal for Discrepancy Logging and more

In general, MAPreview enables desktop access to aired content for any executive, producer or legal team member. Simple desktop icons can be used to provide one-click access to aired programming.

But what about more advanced analysis? What happens when a news event pre-empts regular programming? Which commercials were cut short or not run at all? Which advertisers need to be copied? Has the legal department reviewed the event? MAPreview has been integrated with Microsoft's SharePoint collaboration application to allow you to set up a portal for a broad range of users to access the media and data they need. SharePoint is a powerful workgroup collaboration tool enabling users to review, collaborate and discuss documents and projects. MAP is the *media engine* for SharePoint, providing the access for finding and viewing media within the SharePoint user interface.

One of SharePoint's strengths is the ability to easily put together portals based on Web part modules, allowing your organization to easily view the data and media in ways that are meaningful to you. For instance, you can compare the program schedule with the as-run logs, alongside the video. Turn on viewing of closed captions and/or Nielsen ratings for further analysis. And, you can set up your own Web parts to ingest data from your own in-house applications.



### Simplify reformatting and delivery to your Web site

You can pre-configure MAPreview to automatically publish and deliver select newscasts to your Web site – in the format and bit rate of your choice. Or, you can drag and drop only select segments of your newscast into a MAPreview folder for automatic publishing to your Web site. Media are automatically captured in Windows Media 9 format. Other streaming choices include different Windows Media bit rates or transcoding to Real and/or QuickTime, in whatever bit rate you desire. Or, you can flip media to MPEG-1 or MPEG-2 for DVD publication or other needs.

### Compliance Logging

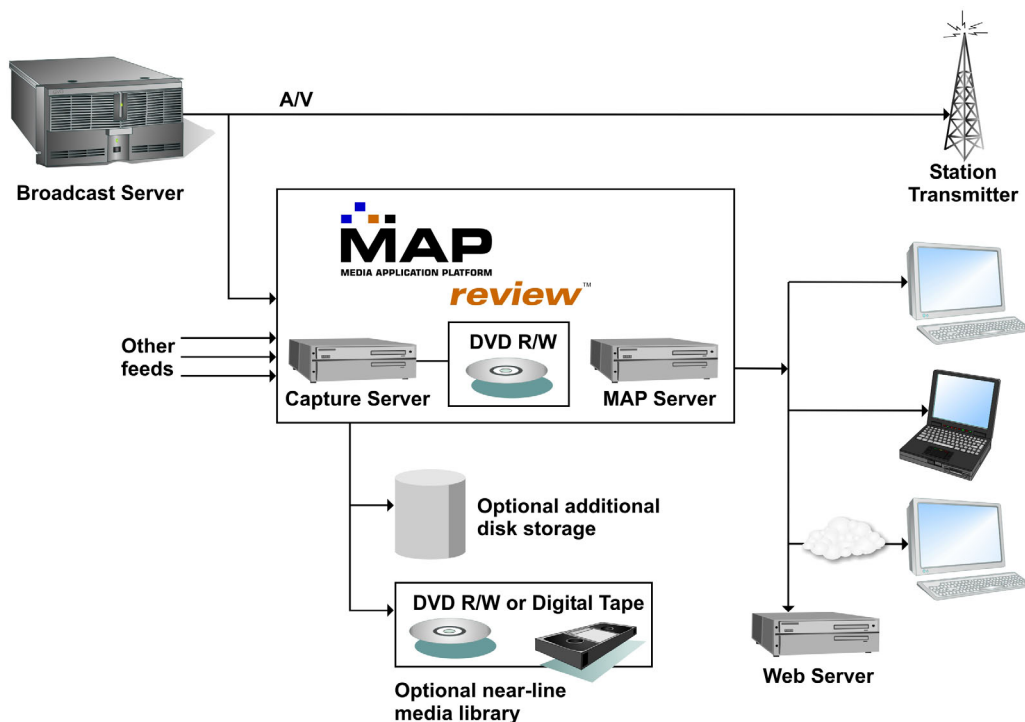
MAPreview enables you to meet your legal obligations by recording *all* of your aired content in easily-searchable digital format. You can segment your aired content according to your own predefined schedule, or import an electronic program guide from Tribune Media Services to automatically segment your content based on your program schedule.

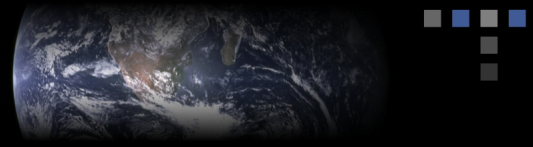
Recently aired content is stored on online hard drives for immediate access. Then, based on simple rules you establish, your media files are automatically archived to DVD or digital tape, providing cost-effective longer term storage. For ultimate archiving convenience, you can archive to removable media libraries (on re-writable DVD or digital tape), so that you never need to manually load or unload media.

### Ad run verification

MAPreview is also ideally suited for ad run verification. Automatic metadata extraction facilitates convenient search on program/file name, time/date, closed caption text, and any metadata from as-run logs – making it easy to quickly locate and retrieve the segments in question. Overlap recording ensures that all transitions between programs and ads are captured. Users can then quickly trim and email these segments to sponsors and advertisers – all within the same MAPreview application. Or, users can print to tape and deliver video the old fashion way.

### MAPreview Configuration





**MAPreview On-line Storage: 1 channel compliance, plus 3 channels news analysis**

	Standard Internal 500GB HDD storage	Optional 750GB Internal HDD storage	Optional 1,500 GB Internal HDD Storage
Days of storage	60 days (2 months)	100 days (3+ months)	240 days (8 months)

Note 1: Assumes three competitors' news feeds captured 6-hours/day will be kept on-line for 2 weeks and then deleted (at VHS quality this consumes approximately 60 GB)

Note 2: VHS quality is assumed to be 500 kbps for audio and video. If higher or lower bit rates are desired, simply divide the number of days by the corresponding factor. For instance, for media captured at twice the bit rate (1 Mbps), simply divide the number of days storage by two in the chart above.

**MAPreview On-line Storage: 4 channels of VHS quality, 24/7**

	Standard Internal 500GB HDD storage	Optional 750GB Internal HDD storage	Optional 1,500 GB Internal HDD Storage
Days of storage	20 days	30+ days	60+ days

Note: Assumes all feeds captured at the same 500 kbps rate.

**MAPreview Archive Options**

MAPreview provides a flexible archive application that supports numerous media types and hardware choices. The MAP Archive application can direct automatic archive and restore requests to individual DVD or CD drives (DVD-RAM / DVD-R / DVD-RW / CD-R / CD-RW), to multi-disc DVD or CD jukebox library devices, and to large hard drive storage systems such as RAID, SAN or NAS devices. This flexibility enables you to configure your MAPreview system to your specific need and budget requirements.

MAPreview includes a DVD writer drive. Three examples are provided below for higher-capacity off-line storage. "Near-line storage capacity" indicates the number of days available before a person needs to swap out cartridges/media.

	Near-line Storage Capacity	
	Single channel	4-channel
<b>Internal Tape Drive</b> Quantum DCT 160	24 days	6 days
<b>Digital Tape Library</b> Exabyte VXA-2 (10-tape carousel)	280 days	70 days
<b>DVD Library</b> Powerfile RS200S (200 DVDs)	160 days	40 days

Note: Assumes VHS quality (500 kbps)



## MAPreview offers universal appeal

- **Standards based:** MAPreview uses industry standard PCs, capture cards and Telestream's own standards-based software
- **Scalable:** Simply add capture devices, storage and additional servers to meet your growing organizational needs
- **Automated Capture:** Import your program schedule from Tribune Media Services' EPG, so that your content is automatically segmented into programs at the time of capture
- **Quality and Efficiency:** MAPreview encodes and stores your media in Windows Media 9 format, giving you exceptional picture quality with greater storage efficiency and low-bandwidth burden across your IT infrastructure
- **Media tied to metadata:** In addition to extracting metadata such as closed captions and thumbnails, MAPreview can also ingest metadata from other sources, including Nielsen ratings and as-run logs, currently from Harris. The powerful MAP Player enables viewing of media synchronized with the metadata for easy analysis, all from your desktop.
- **Viewing Flexibility:** Access, search and view media from any Web browser. Or, use the powerful MAP Player to access metadata while viewing, mark in/out points, and trim out new clips for advertisers or legal review. Or, view and analyze media from Microsoft SharePoint portal application.
- **Link to Information Portals:** MAPreview is integrated with Microsoft's SharePoint Portal Server, a powerful, simple tool enabling workgroups and executives to access information from a range of sources for review and discussion. MAPreview provides the media, synchronized with metadata such as captions, Nielsen data and more, for building portals for discrepancy logs, talent analysis, and production review
- **Easily copy segments to tape:** It's easy to make a videotape of any content by simply connecting your VHS recorder to the graphics video output of the server to record video being played on the screen (without the player frame)
- **Configurable:** Because MAPreview is integrated so closely with the Windows operating system, you can conveniently *plug-and-play* a wide range of archive solutions, from simple DVD writers to sophisticated removable storage library systems. And the .NET Web services enable easy integration with third party applications.

As you can see, MAPreview offers significant value and opportunity to improve a number of workflow processes throughout the broadcast environment.

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**NOTE: see Telestream Website for current details.**

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