Flexible Ingest Workflows

Ingesting media into TrafficManager can be accomplished using a variety of means.

Simple ingest workflow –

This workflow discovers media submitted to a catch server, creates an Inventory Label from metadata to describe the media, and registers the media with a catalog where it can be submitted to another workflow.
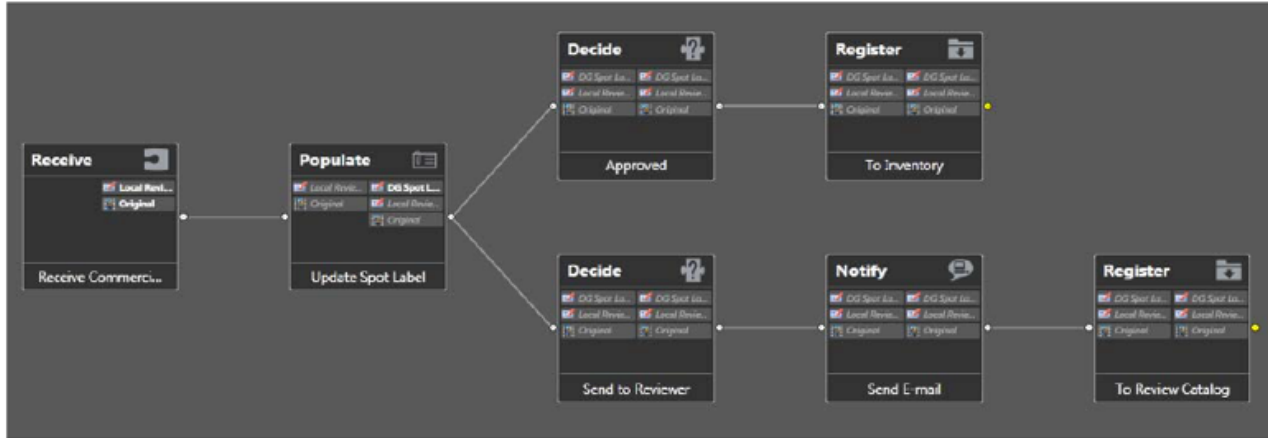
Here are the details:

• A Catch action monitors a catch server for incoming media and starts a job when new media arrives. This action also generates traffic variables such as these: ISCI, Agency, Advertiser, Product Name, Product, Category, Available Date, Expire Date, Trim Start, Trim End, Re-submitted.

• A Copy action copies the file to the local server.

• The Analyze action checks audio loudness for CALM Act compliance.

• A Flip action creates a proxy for previewing.
• A Populate action creates an Inventory Label using variables from the Catch action.

• The Register action registers the commercial in the catalog and a binder is created using the ISCI code as the name. Any existing binders in the catalog with the same ISCI can be automatically renamed with an appended version number by setting the conflict resolution to Rename Old. The expiration date is set to the Expire Date.

Media remains in the incoming folder and content information is available in the catalog but cannot be previewed in Vantage because no proxies are created. You can still preview by opening the original media in its folder (unless the media is stored on an FTP location, as with DG).

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Ingest with Approval workflow –

Workflows can contain a review and approval stage to ensure a person reviews each commercial before it is aired. One method for doing this is to create two catalogs—a Review Catalog and an Approved Catalog. In the workflow, you use Decide actions to send the commercial to one catalog or the other.

These are the details:

• The workflow starts with a Receive action to accept a previously ingested commercial.

A Receive action is used because it accepts jobs submitted from an external program, in this case, the Workflow Portal. The operator uses the Workflow Portal to receive, review, and resubmit a job.

• A Populate action sets a variable in the Spot Label or Inventory Label to true or false to indicate Approval Passed or Failed.
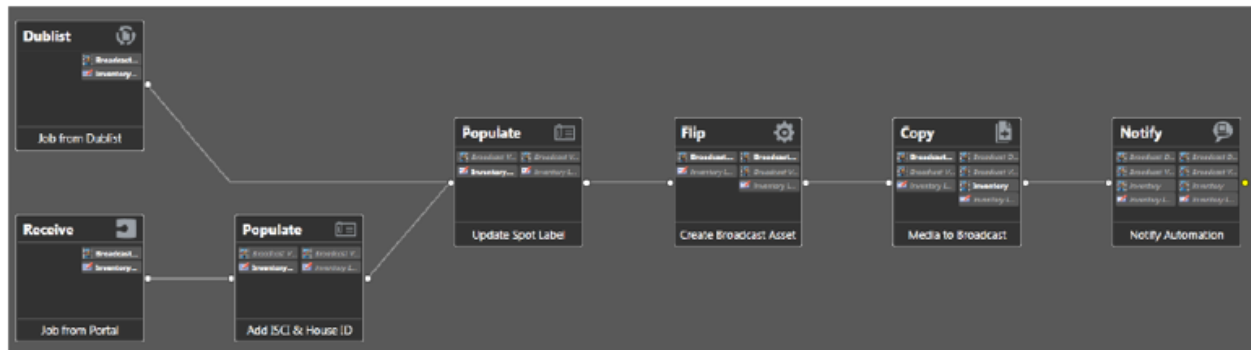
• Decide actions examine the approval variable and send the commercial to two separate Register actions that put it into the Review catalog if it needs to be reviewed (as indicated by the variable), or forward it to the Inventory catalog if it has been approved as ready for use.

• The Review branch includes a Notify action to email the reviewer that a review is required.

After reviewing and approving the commercial, the reviewer can reset the Approval variable in the label to Passed and resubmit the commercial to the workflow. This time the label causes the commercial to follow the Approved branch, and it is registered into the Approved Catalog where it becomes part of the ready-to-air inventory. A separate dublist workflow can pick it up and schedule it to air.

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Dub List workflow –

Dublist processing begins with Dublist Schemes that you create in the Management Console for different dublist formats. These schemes are selected in the Dublist action Inspector to parse incoming dublists and extract selected data. Other components you create in the Management Console include variables to hold traffic metadata, and catalogs and binders for receiving jobs spawned by workflows.

After the components are made, you create a workflow in the Workflow Designer to receive and process the dublists.

Here are the details:

• The workflow starts with a Dublist action, which detects incoming dublists in the location you specify and parses them to extract pertinent data, such as ISCI, House ID, media titles, durations and so on. The Dublist action correlates the dublist entries with previously ingested media.

• A Receive action allows an operator to forward a job containing previously ingested, previewed, and approved media to this workflow. The operator must supply an ISCI code to pass to the automation system.

• The Populate action updates the metadata label to indicate to Workflow Portal operators that the spot has been sent to broadcast.

• A Flip action transcodes the media to broadcast format.

• A Copy or Deploy action forwards the media to the broadcast server.

• A Notify action forwards selected dublist information to the automation system to notify it that the media is present and ready to air.

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Ingest from Tape Using Lightspeed Live Capture –

For workflows in which ingesting spots from tape is a requirement, Telestream's Lightspeed Live Capture product is ideal for converting baseband tape machine outputs into file-based content that can be sent directly into the TrafficManager workflow.

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