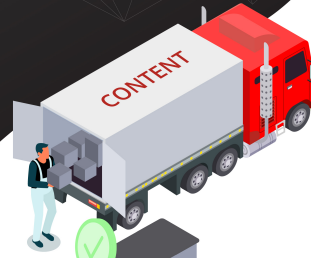


# Applying supply chain principles to your media pipeline

to support agility, efficiency, and growth.



## Content Receipt

- Improve efficiency & reduce manual touches
- Automate checks for validity, technical specs, metadata, quality, etc.

**Go cloud-native:**  
Cloud upload portal for ingestion, correction, acceptance or rejection according to spec.  
Manual processes become automated, only incur cost when active.  
Usage data for evaluation and analysis.



## Normalization

**Go cloud-native:**  
Choose from SDV Application Services.  
Market of vendor tools on a per-usage basis.  
Normalize in the cloud to create the beginning of a cloud-based archive.

- Ensure quality & interoperability with other systems for better efficiency
- Manage multiple transcoders to deploy right-fit tool for each job
- Handle non-compliant media when business pressures or content deadlines make it necessary



## Logging

- Enriched metadata is more searchable, more organized, easier to monetize.
- Production metadata
  - Process metadata from tools that have operated on the content
  - Descriptive metadata added by operators
  - AI data (object tags, face detection, transcription, etc.)

**Go cloud-native:**  
Logging becomes easier with access to AI/ML tools, especially when creating a rich cloud-based archive.



## Localization

**Go cloud-native:**  
Leverage public cloud-based AI services & media-industry AI tools.  
Detect & identify areas of concern, guiding operators through the compliance process.  
Save enormous amounts of manual processing time.

- Simply & easily add languages and captions, or remove nudity, violence, or other objectionable content
- If archived content is already in the cloud, AI tools can identify areas where localization will increase its reach and marketability.



## Modification

- Content modification processes may be necessary before distribution:
- Removing ad breaks for VOD platforms
  - Adding ad breaks for linear distribution
  - Trimming out scenes
  - Creating graphics specific to each platform

**Go cloud-native:**  
Avoid errors and avoid additional cost. Modify content without taking it out of the cloud, using PC-over-IP, remote or proxy-based editing or other cloud-native tools.



## Archiving

**Go cloud-native:**  
Cloud storage scales linearly and infinitely, while also providing assured storage tiering. Continually dropping storage costs make the business case even more compelling, while avoiding capital refreshes of traditional on-premise archiving solutions.

- Connect your archive to your supply chain to provide business intelligence
- Measure how much you're drawing from your archive
- See what processes and costs you incur in drawing content



## Distribution

- Support distribution to hundreds of platforms and support new business, with a combination of languages, closed captioning, & audio formats:
- Linear
  - On-demand
  - Electronic sell-through
  - Click-the-top
  - Mobile
  - International
  - 4K

**Go cloud-native:**  
Distributing from the cloud allows you to try out individual tools and services on-demand, allowing you to respond when new platforms emerge.  
• Scale output up and down as needed  
• Try new configurations  
• Gain cost predictability

