

CMS

Overview

Optimizing the value of digital content assets in today's world requires fast and effective delivery on a multitude of platforms. Availability of entertainment and information – when, where, and how the consumer wants it – is the key to operating a successful enterprise. Doing so efficiently can make a difference not only in an asset's profitability, but also in many of the key measures of consumer satisfaction, including choice, availability and applicable formats.

MediaKind Content Management System (CMS) combines Live or VOD metadata and content library with the ability to customize business processes, tools and workflows to effectively ingest, process, and distribute digital assets using any metadata format, any content type, and any workflow process at enterprise-level volumes.

Benefits

MediaKind CMS is designed to be the backbone of an efficient and scalable multiscreen content management strategy. It offers a single, centralized user-interface for viewing and managing information associated with content captured from multiple content providers, as well as transformation and delivery to multiple platforms in multiple content and metadata formats. A sophisticated content library offers unprecedented visibility into the disposition of assets from the moment they are created or delivered to the moment they are distributed. User configurable rules for metadata management, content processing and content distribution provide for easy and flexible operational flows.

Business Benefits

- Reduce errors and operational costs through the automation, centralized control, and monitoring of assets within a unified multi-platform video infrastructure
- Decrease per-title content processing costs, enabling more efficient management of large content libraries
- Improve content management and accelerate VOD business opportunities over any distribution platform with advanced operator control in a multi-tenant setting
- Increase overall operational efficiency by performing customized processing of content using best-in-class workflow management
- Improve internal security by controlling users' access with right roles and permissions
- Minimize deployment, support, and training costs via a single, scalable content management system
- Easily expand VOD services to broadband, mobile and other emerging or embedded platforms
- Increase retention and reduce churn by adding features which give customers more flexibility while watching their favorite television programs

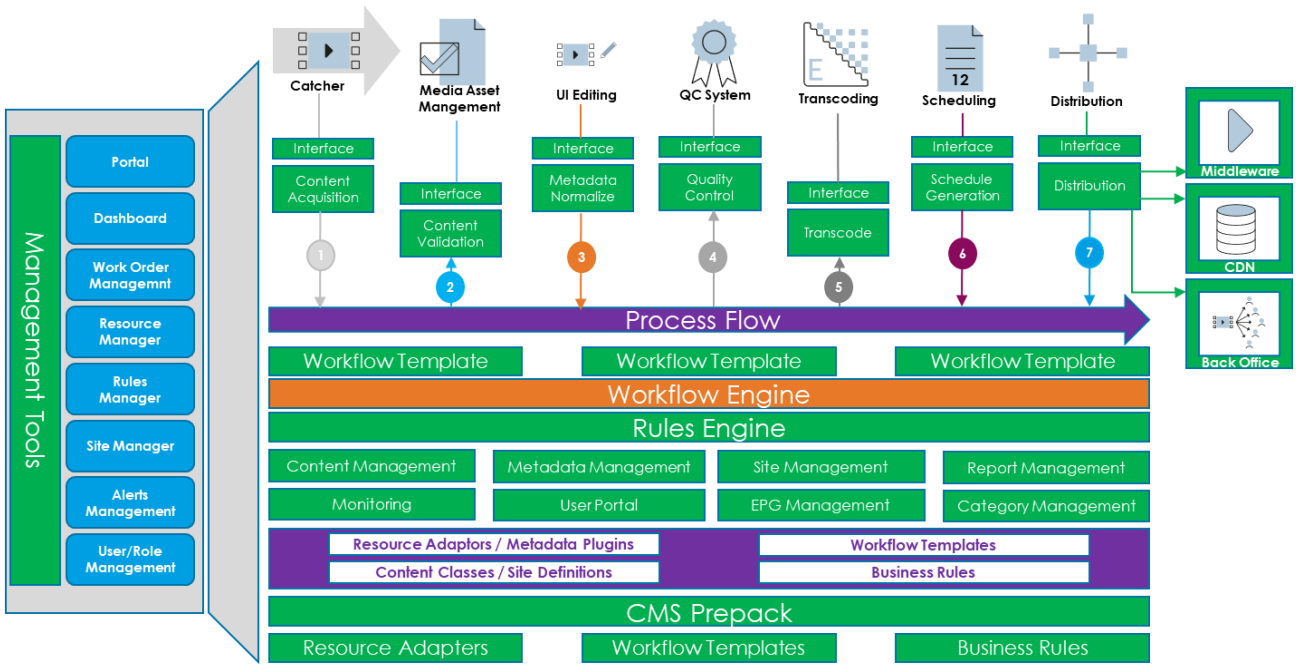
Off-the-shelf Pre-packaged Solutions

- Best practice workflows and rules for Ingest, Processing, Distribution, and Purge.
- Cost-effective and faster time-to-market solutions

Key Features

- Centralized, searchable content and metadata library
- Multi-format and custom metadata management for both VOD and EPG
- Metadata validation, normalization, transformation, error-correction, and enhancement via Rules
- Comprehensive metadata creation, editing and packaging
- File format agnostic processing and format conversion
- Entirely customizable workflow automation, resource management, system monitoring, rules, and production processes
- Data segmentation for a multi-tenant environment
- Flexible asset management and workflows based on contracts, deals and licenses
- Enhanced category management – change asset metadata based on rules, batch change of all assets in a category
- Highly flexible trick mode restriction support on recorded assets based on location, time, rights and contracts
- Easily encode, package and deliver content and advertising within their existing on-demand and linear broadcast systems
- Forward-scheduling control of content
- Modular and scalable design meets unique business needs, accommodates specialized processes, and any third party product or internally developed system

CMS Architecture



Product Specifications

Solution Options	Off-the-shelf Pre-packs Custom-built solutions
Available Off-the-shelf Pre-packs	MediaFirst TVP Mediaroom AMS MMP Creative Management
Pre-integrated with other MediaKind Products	MK Encoder On Demand, MK Packager, Prisma VSPP MediaFirst TVP, Mediaroom, MDMS
Available APIs	REST: Content, Workflow, EPG, Resource, Ruleset, Partner, Sites, Roles, Users, Settings, Category SCTE 130-4 CIS Notifications
Deployment Options	On-premise, Private Kubernetes environments Public Cloud, Azure Kubernetes Service Geo-redundant Active/Passive

Performance-tested Parameters*

Library Size	11,000,000 (one million master and ten million site titles)
Ingest Rate	3 Packages per minute (while deleting 1 title per minute with ongoing title distributions to 40 sites)
Total Work Orders	10,000,000
Active Work Orders	256 for each App node
Concurrent Users	100

* - actual performance varies based on overall solution

© MediaKind
MediaKind maintains a policy of product improvement and reserves the right to modify the specification without prior notice.