OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLORER MAM & BPM

From END-TO-END to ANYWHERE
INDEX

• Past VS. Future: Where are MAM systems heading towards?
• Review of concepts: What are MAM & MCR systems?
• Is the MAM & MCR an impossible love story?...
• How did this love story begin?
• New platforms, new challenges, a new concept
• Is it maybe a never-ending story? How we can create it
• How can VSN contribute to this relationship?
• Practical Case Study: Imagen TV
Past VS. Future. Where are we heading towards?
More E-learning material at VSN’s website!
QUICK REVIEW: MAM SYSTEMS

- INGEST & TRANSCODING
- SEARCH & CATALOGING
- PERMISSIONS MANAGEMENT
- ARCHIVE & RETRIEVAL & DISTRIBUTION
- CUSTOM METADATA
- WORKFLOWS AUTOMATION
WHAT SHOULD A MAM SYSTEM HAVE?

- Some Basic functionalities:
  - Ingest and Transcoding
  - Cataloguing
  - Retrieval and distribution of content.
  - Permissions Management
  - Easy access interface from any location
  - Other features
- But MAM is not just an Archiving System...
HOW CAN MAM HELP YOUR ORGANIZATION?

- Increase of efficiency and productivity
- Improve the value chain
- Increased revenue
- Rearrange functions
QUICK REVIEW: MCR SYSTEMS

• MEDIA ACQUISITION

• VALIDATION

• TRAFFIC & SCHEDULING

• AUTOMATION & ON-AIR CONTROL

• CONSOLIDATION & BROADCAST REPORTS
WHAT SHOULD YOU KNOW FROM YOUR CHANNEL?

PLAYOUT:

• Number of Playout Channels?
• Bitrate (Mbps)?
• Live Broadcast?
• Need graphics?
• Number of hours Broadcast per day?
• Broadcast Video Format?
• IP to SDI / SDI to IP?
• Need to stream to Social?
WHAT SHOULD YOU KNOW FROM YOUR CHANNEL?

TRAFFIC:

• Number of Traffic Channels?
• Ads Management?
• EPG integration?
• Secondary events management?
WHAT SHOULD YOU KNOW FROM YOUR CHANNEL?

MAM & ONLINE STORAGE:

- Number of hours of video for Online storage?
- Video Format?
- Number of hours of daily ingests?
- Need to publish content to Social?
- Integration I/E automatic content or metadata?
MAM & MCR: An impossible relation?

• 2 different systems doing different work
• MCR has to be focused only on Broadcast stability
• Traditional MAM systems are focused just on Archiving
• Low visibility between all involved systems
• Too many third parties in the loop
• No correspondence between Traffic Productions, MAM assets & Videoserver clips
MAM & MCR: How did this story begin? The needs

- Need of total control of the media life cycle
- Ensure the correct content broadcast
- Agility when implementing new business processes
- Reduce manual operations
- Open to integrations with existing or future 3rd parties
- Need to manage new platforms
NEW PLATFORMS
NEW CHALLENGES

OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLOSER MAM & BPM
WHAT IS A BPM SYSTEM?

- Acronym BPMS = Business Process Management System

- Enables companies to model, deploy and manage...

- Sets of inter-related activities

- Activities = Processes

- That include several Tasks

- What kind of tasks? User tasks, service tasks, external tasks, ...

- Within specific departments or the whole enterprise

- The goal: companies get more flexible, automated and powerful
OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLORER MAM & BPM

STEPS TO IMPLEMENT A PROPER BP

- Consultancy
- Design
- Model
- Organize
- Document business processes
- Optimize continuously
VSN VISION

• Process-oriented Management
• Infrastructure aligned with business requirements
• Integration with interfaces (human and applicative)
• Speed changes due to new requirements
• Industrialize and Share
TOOLS TO INDUSTRIALIZE AND SHARE

- API FIMS focused on the orchestration by BP’s
- Transcodings
- Ingests
- Transfers
- QC
- Repository (CMS-MAM)
VSN EXPLORER BPM

MAIN FEATURES

- BPMN 2.0 notation
- Define variables and business rules
- Parallel and nested BPs.
- Control activities and monitor jobs
- Custom Web forms integration
- Kanban Visual control
- Integrated with all VSN Suite of products
A new concept’s been born! MAM for MCR

- Manages all business processes & media stages
- Allows to include additional tasks
- Defines the workflows or business processes for the broadcast
- Integrates with different systems & communication protocols
- Combines archive & distribution workflows
- Allows to extract business reports
- Maximizes the revenues and profits
How to make this a never-ending story? Some examples

• Traffic Productions / MAM Assets / Videoserver Catalog
• Delivery Media to Playout
• Auto-Retrieval of Traffic playlists (7 days, 1 day, Last minute)
• Auto-Purge content from videoservers
• AsRunLog Conciliation and Auto-Archive broadcasted assets
• Ready for present and future platforms/screens
Workflow: Synchronization between Traffic + MAM + MCR

1. New Production in Traffic (ID)
2. New Asset in MAM (ID)
3. Ingest Media to Asset
4. Define Segments (TC)
5. Update Asset Info to Traffic Production
6. Send Media Asset to MCR (ID)

7. Create Playlist in Traffic
8. Export Playlist to MCR
9. Check Missing Media in MCR
10. Operate with Playlists

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MANUAL OPERATION
AUTOMATIC OPERATION
Workflow: Delivery Media to Playout

1. Create Playlists in Traffic
2. Export Playlist
3. Search Media in Videoservers ((For each MediaID in playlist))
4. Search Media in MAM ((For each MediaID in playlist))
5. Send Found Media to VideoServers ((When all playlists processed))
6. Send list of missing media ((When all playlists processed))

1 day, 7 days, Last minute…
Workflow: ASRunLog Conciliation

1. Generate ASRunLog from MCR
   - (Every Day)

2. Read ASRunLog
   - (Every Day)

3. Detect Valid Assets in AsRun
   - (For each MediaID in AsRunLog, identify validated Assets)

4. Auto-Archive Validated Assets
   - (Validated Assets broadcasted will be auto-archived in MAM)

**MANUAL OPERATION**

**AUTOMATIC OPERATION**
FULL END-TO-END SOLUTION

OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLORER MAM & BPM
Practical Case Study: Imagen TV (Mexico)
Practical Case Study: Imagen TV (Mexico)

- Reliable automation system 24/7
- Complete workflow automation for 60 cities through 123 stations
- Integration with all the 3rd party solutions already owned
- Allow broadcasting on Second Screens and new platforms
- Automation system capable of segmenting audience by region
OPTIMIZE YOUR MCR WORKFLOW WITH VSN EXPLORER MAM & BPM
Optimize your MCR workflow with VSN Explorer MAM & BPM

Regional Channels

Weekly Schedule for Ads Breaks

Daily Playlist for Ads Breaks
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ADVERTISING BREAK / SLICE 01
ADVERTISING BREAK / SLICE 02
ADVERTISING BREAK / SLICE 03
ADVERTISING BREAK / SLICE 04
OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLORER MAM & BPM
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OPTIMIZE YOUR MCR WORKFLOW WITH VSNEXPLORER MAM & BPM

LIVE FEED FROM VSNMULTICOM

SLICE

ADS BLOCK / SLICE FROM VSNCREATV
QUESTIONS & ANSWERS
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