

6 Ways to Take Control of Your Digital Broadcast Future

“The only constant is change” has never been truer than in today’s video content business.

Driven by greater demands on content, the swift rise of OTT services, and evolving audience behaviors, production companies and broadcasters are now in the midst of rapid change at every point in the video lifecycle. These start with the sweeping shifts that are pushing content production, distribution and broadcast from traditional, linear workflows to digital workflows that are non-linear, internet protocol (IP) or cloud-based. At every stage of the media supply chain, companies are turning to digital technologies—for activities including file transfer, encoding, storage and more. For example, a recent Encoding.com survey found that their **cloud video encoding** volume alone has increased 63% since 2015.

Content companies need to deprecate aging, legacy and tape-based systems and processes while simultaneously integrating digital broadcast and OTT workflows. And, they need to do all of this while ensuring they:

- ◆ keep a lid on costs
- ◆ accelerate content output
- ◆ generate greater ROI
- ◆ look for growth opportunities
- ◆ stay nimble for future waves of market disruption

Change is hard. Fortunately, if you are a content producer or broadcaster, *media logistics* platforms are now in place to help you manage an evolving business and take control of your digital broadcast future.

These platforms, such as **Ooyala Flex**, offer data-driven advanced media-operations management, helping content companies master the art of change in an increasingly digital world.

Here are six ways to take charge of your digital broadcast future, with support from a media logistics platform.



1. UNDERSTAND THE AREAS THAT WILL SEE IMMEDIATE VERSUS LONGER-TERM BUSINESS BENEFITS FROM IP WORKFLOWS

Not all parts of the video content environments are progressing at the same pace toward IP workflows—a critical consideration for better transition planning. A recent report from Ooyala and the Digital Production Partnership (DPP) found that OTT-friendly areas such as IP distribution and live streaming have the most business benefits for moving immediately into an **IP-based model**, while location-based production management and object-based production have much lower immediate business benefits, and could be prioritized for later deployment. In the middle sits media management, post-production and cloud playout, areas where technology change could facilitate major shifts in operating models and provide early mover advantages.

Media logistics platforms are built with a flexible and extensible framework that helps companies stay agile as their needs and market conditions change, and scale operations more adroitly across processes, platforms and screens. They can accomplish this wherever their operations fall on the IP continuum.

2. BUILD A HOLISTIC VIEW OF YOUR OPERATIONS

It's important to think beyond mere media asset management (MAM) when planning for a digital video workflow transition. Video operations and delivery—particularly for companies managing traditional and digital broadcasts on multiple platforms in tandem—now requires complex coordination that has moved far beyond traditional siloed MAMs toward media logistics platforms, which integrate and orchestrate the video supply chain holistically.

This advanced management lets production and broadcast teams stay continually connected to each other as well as other internal and external systems such as legal, finance and scheduling. The stronger linkage prevents duplication, lowers expenses, and improves time-sensitive communication across groups.

3. REALIZE THAT DATA IS AT THE CENTER OF CONTENT SUCCESS

Data is at the core of the most effective digital workflows today, and it's a critical component of transition planning. Media logistics platforms allow systems to carry asset and business object metadata throughout the content lifecycle. This federated view of metadata provides a “single source of truth” and a number of other benefits:

- ◆ stronger asset cataloging, visibility and control at every point
- ◆ more robust content and operational analysis
- ◆ advanced business data modeling
- ◆ greater data continuity to lower risks of data loss
- ◆ a direct performance link from creation to monetization

With real-time reporting of operator tasks and automated actions, producers and broadcasters gain the instant analysis they need to rapidly solve issues causing workflow breakdowns, and easily find assets across hierarchies and systems at any moment. Data takes the guesswork out of video operations and ensures that the path to revenue is faster for every video asset.

4. DON'T BE AFRAID OF AUTOMATION

Automation capabilities within media logistics platforms have provided producers and broadcasters with a number of advantages as they've moved to digital workflows. Automation streamlines and speeds operations for greater efficiencies, minimizes bottlenecks from human errors and delays, and manages the many different tasks and formats required for asset packaging and syndication. All of this helps cut content production costs, improve ROI, and speed content launches.

Importantly, automation also allows companies the flexibility to re-direct skilled staff to higher value tasks such as creating new content, managing additional projects or building new partnerships that can be monetized. Machines can then be engaged to handle lower-value tasks like moving assets and directing repetitive actions. In this way, companies can:

- ◆ expand development opportunities for staff
- ◆ reduce issues caused by human error and repetitive tasks
- ◆ drive productivity
- ◆ build greater team and partner collaboration
- ◆ scale operations more easily
- ◆ optimize investments in video



5. PLAN WITH FUTURE CHANGES IN MIND

In the content business, rapid change is inevitable. In the midst of thinking about a digital transition, many companies are also faced with planning for and managing new partner, device and output requirements, and addressing how global market growth will impact their business. They must also keep up with emerging technologies such as virtual reality and artificial intelligence, which promise to not only challenge existing media operations, but enhance them, and also increase audience engagement with content. Here too, media logistics can help.

Media logistics platforms can be deployed on-premise, in the cloud or in hybrid, multi-site deployments. System updates can be made as quickly as needed to help producers and broadcasters easily scale their operations and strategically drive future business expansion—such as when new or acquired broadcast operations are merged into existing ones. And, the modern micro-services architecture supports scalability and modularity so that current systems can more easily adapt to rapid-fire adjustments—like new platform codecs or DRM types—and future changes can be handled with ease.

6. TAKE CONTROL OF YOUR DIGITAL DESTINY

Finally, and perhaps most urgently, planning a linear-to-digital transition is the perfect time for content producers and broadcasters to take charge of their digital futures. Media logistics platforms have the capacity to both handle legacy systems and introduce or replace them with new systems to reduce the complexity that this activity can generate.

And as their business evolves, companies can deftly:

- ◆ change and customize workflows
- ◆ configure new functionality
- ◆ adjust product offerings
- ◆ upgrade operations
- ◆ expand distribution partnerships

They can do this without bringing in the original vendor or vendors each time to make modifications, and avoid the downtime, in-depth coordination and high costs that may be involved with such efforts.

“The technology is always getting faster, but the interesting thing for me right now is that more of our customers are asking for simplicity. When you have to move faster there is no time for complexity. So the underlying technology required for moving fast is just table stakes; the real thing is how do you make it very easy to do, simple to deploy, and simple to change as the world changes.”

— **Digital Production Partnership Report,**
The Need for Speed

CONCLUSION

These best practices, and investment in a media logistics platform like Ooyala Flex, will set up content producers and broadcasters for a successful transition to digital workflows and place them among the leaders steering the future of video.



CASE STUDY

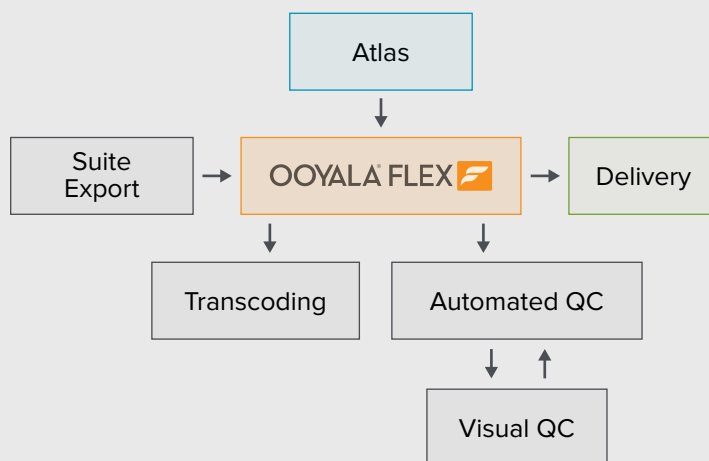
A leading European post-production house was looking to solve core challenges as it moved to modernize its workflow operations. It needed to scale its operation to address accelerated growth—without increasing production costs or staff while deprecating legacy systems and shifting to modern, cloud-native technologies.

The company was looking to remove bottlenecks in tape-based operations, manage its transition to file-based operations, and find a way to manage complex business data and rules for content QC, transcode and delivery.

The company built a file-based workflow and asset management solution with Ooyala Flex as the central orchestration engine, connecting to proprietary and third-party systems such as Telestream for transcoding, Tektronix for automated QC, Dalet for visual QC, and an in-house developed customer web interface, “Atlas.” Ooyala worked with the post-production house to create more than 100 scripted actions and 40 workflows within Ooyala Flex to automate tasks like transcoding, versioning and exporting.

With Ooyala Flex, the company is also now successfully managing its transition away from tape. For example, when teams need to pull something from tape (new or archive), they digitize the asset so they no longer have to access tape for that asset. Customers are uploading content through their Atlas web interface which kicks off workflow; therefore, enforcing a “no-tape” engagement.

The flexibility of these solutions enables the company to react to challenges and adapt faster. With Ooyala Flex, the post-production house was able to speed up processes to take less than a quarter of the time it took with a tape-based workflow. The company has been able to expedite reviews, approvals, QC and transcoding, and has eliminated human errors and duplications that previously occurred. Overall, the company has reduced project delivery times by 85% with Ooyala Flex.



OOYALA FLEX

Streamline your video production and distribution from end to end with Ooyala Flex. Automate workflows, manage assets and metadata, gather insights, drive down costs and get content to market faster. To learn more, contact sales@ooyala.com.



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Ooyala is a global provider of video monetization technology and services. Providing a set of Integrated Video Platform solutions, Ooyala's comprehensive suite of offerings includes one of the world's largest premium video platforms, a leading ad serving and programmatic platform and media logistics solution that improves video production workflows. Built with superior analytics capabilities for advanced business intelligence, Ooyala's solutions help broadcasters, operators, media and production companies get content to market faster, build more engaging and personalized experiences across every screen, and maximize return for any video business. Vudu, Star India, Sky Sports (U.K.), ITV Studios (U.K.) and RTL Group (Germany) are just a few of the hundreds of broadcasters and media companies who choose Ooyala. Headquartered in Silicon Valley, Ooyala has offices in Chennai, Cologne, Dallas, Guadalajara, London, Madrid, New York, Paris, Singapore, Stockholm, Sydney, Tokyo, and sales operations in many other countries across the globe.