



**Case: Disney (Jetix) establishes tape-less workflow based on Vivesta MediaFlow broadcast automation and channel management software.**

The new play-out platform has been taken in use by Jetix both technical and commercial as from 1 november 2006. When Jetix's former contract expired, the broadcast company looked for a suitable alternative play-out platform solution. KPN Broadcast Services (Broadcasting facility company) and broadcast software developer Vivesta came with a good proposal for both traffic- and channel management and automation. The Vivesta MediaFlow automation and channel management solution replaces Omnibus automation and Pilat Media IBMS.

**Key challenges**

- The transition from a tape based play-out to a complete digital play-out
- Increase responsiveness of the broadcast management applications. The former channel management solution was sluggish as a result of the client-server architecture in combination with client pc's on various geographic locations.
- Less duplicate entries of metadata by eliminating point solutions (better known as 'technology islands').
- Centralized control and management all broadcast processes via one single type of user interface (independent of used broadcast hardware)
- Improved operational productivity by eliminating complex menu structures and workflows.
- Realize a future proof and scalable solution to launch new channels and on-demand services quickly

**Why MediaFlow automation and channel management?**

*Reliable and complete digital play-out*

Jetix' former play-out didn't have the advantage of a complete digital play-out. The new play-out makes a tape-less workflow possible based on the MediaFlow platform and a three channel Omneon server. To protect against failures of devices during play-out a highly reliability architecture is designed. Several fault-tolerance options are implemented including mirrored play-out modes making sure play-out always continues.

The Sony eVTR is used for automated and frame-accurate tape ingest though MediaFlow also supports scheduled recording of live incoming feeds. The browse copy is automatically generated by MediaFlow in Windowsmedia9 format and provides a frame-accurate representation of the original media source. Other components controlled by MediaFlow are the Screen subtitling system, dual channel Inscrber system for graphics overlay, Teletext system and a 30TB of storage system for media archiving in MXF / IMX D10-50 format.



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*One integrated workflow for television, internet and mobile*

The MediaFlow architecture design is based on the philosophy of having one single workflow supporting multiple media channels and platforms. This limits the origination of (technical driven) islands and improves operational productivity. With this in mind and the experience in supporting both broadcast and IP based platforms MediaFlow has a competitive advantage over traditional broadcast solutions. Jetix is already investigating to extent the platform with video on-demand services.

*Web services; the solid foundation for a changing broadcast landscape*

Web services is the next generation technology in comparison to client-server architectures. The concept is not new; in fact it is used already for many years in IT systems. Web services based architecture has become practical more recently because of universally-accepted industry standards, such as XML, and the maturation of a range of enabling technologies, such as AJAX. MediaFlow uses best of both worlds. MediaFlow makes use of real-time software programming languages for frame-accurate processes, however uses the advantages of web services for all non frame-accurate processes (e.g. every operator interaction with the broadcast system, of course assuming people are not frame-accurate). This architecture design provides customers many advantages including shorter implementation times, better collaboration between departments located on various geographic locations, true centralized management, monitoring and security and the ability to quickly adapt workflows to changing business needs. Jetix is the first national broadcaster able to control and manage each broadcast processes without having to install, maintain or update a single broadcast software application on the operator pc.

**Key benefits**

- A complete digital and highly reliable broadcast automation and channel management solution
- Fully integrated broadcast management solution for ingest, media management, contract management, campaign management, long-term planning and scheduling
- Support for a comprehensive range of new digital services including IPTV, interactive TV and on-demand services.
- Major reduction in time and effort by improving the efficiency and flexibility of the long-term planning and scheduling process
- Competitive advantage in a changing broadcast landscape by using a web services based architecture
- Improved operational productivity by implementing a easy-to-use and single user-interface workflow