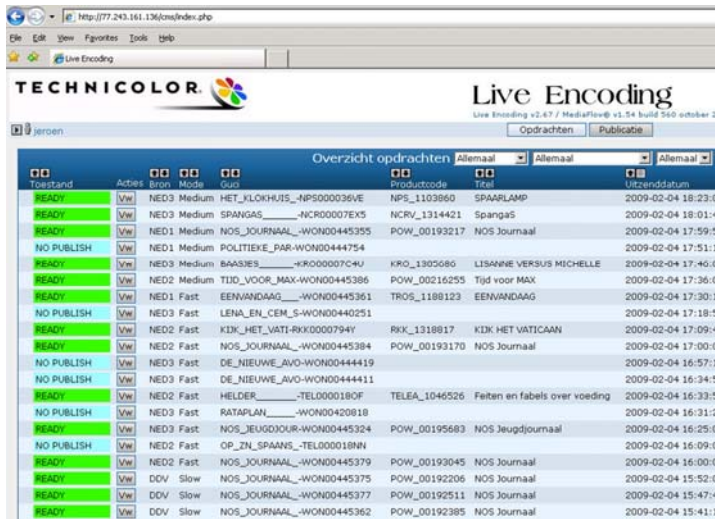


Case Study: Technicolor/Dutch National Broadcasters



Toestand	Actief	Bron	Mode	Guid	Productcode	Titel	Utzenddatum
READY	VW	NED3	Medium	HET_KLOKHUIS_NPS000036VE	NPS_1102860	SPAARLAMP	2009-02-04 18:23:00
READY	VW	NED3	Medium	SPANGAS_NCR00007EX5	NCRV_1314421	Spangas	2009-02-04 18:01:48
READY	VW	NED1	Medium	NOS_JOURNAAL_WON00445355	POW_00193217	NOS Journaal	2009-02-04 17:59:50
NO PUBLISH	VW	NED1	Medium	POLITIEKE_PAR_WON00444754			2009-02-04 17:51:11
READY	VW	NED3	Medium	BAASIES_KRO00007C4U	KRO_1305080	LISANNE VERSUS MICHELLE	2009-02-04 17:46:00
READY	VW	NED2	Medium	TID_VOOR_MAX_WON00445386	POW_00216255	Tijd voor MAX	2009-02-04 17:36:00
READY	VW	NED1	Fast	EENVANDAAG_WON00445361	TROS_1188123	EENVANDAAG	2009-02-04 17:30:11
NO PUBLISH	VW	NED3	Fast	LENA_EN_CEM_S_WON00440251			2009-02-04 17:18:51
READY	VW	NED2	Fast	KIK_HET_VATI_RKX0000794Y	RKX_1318817	KIK HET VATICAAN	2009-02-04 17:09:48
READY	VW	NED2	Fast	NOS_JOURNAAL_WON00445384	POW_00193170	NOS Journaal	2009-02-04 17:00:00
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READY	VW	NED3	Fast	NOS_JEUGDOUR_WON00445324	POW_00195683	NOS Jeugdjournaal	2009-02-04 16:25:00
NO PUBLISH	VW	NED2	Fast	OP_ZN_SPAANS_TEL000018NN			2009-02-04 16:09:00
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READY	VW	DOV	Slow	NOS_JOURNAAL_WON00445375	POW_00192206	NOS Journaal	2009-02-04 15:52:00
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Technicolor partners with Telestream and Vivesta to provide VOD access to Catch-up TV content within 10 minutes of airing for Dutch National Broadcasters

Companies integrate products and services, enabling viewers to enjoy fast VOD web access to live broadcast content

"We recognized the Dutch National Broadcasters' business need to get its Catch-Up TV content to the web as fast as possible. By working with Telestream and Vivesta, we have been able to deliver this live content to VOD in record time, which demonstrates our strategy to deliver video content in any format in a fast and efficient way."

Chuck Parker, President
Technicolor Digital Content Delivery

Background

Encoding and distribution of Catch-up TV service for the Dutch Public Broadcast organization (also known as NPO - Nederlandse Publieke Omroep) is a service which Technicolor, a Thomson Business Group, has provided for many years.

The Challenge

New customer demands required a different architecture and a state-of-the-art video capture and transcoding platform. The project's goal was to have 95% of video-on-demand (VOD) and Web content for the broadcaster's service available within 10 minutes of the end of a broadcast program. This meant that the project's capture and transcode system had to complete its work within 2-3 minutes.

The Solution

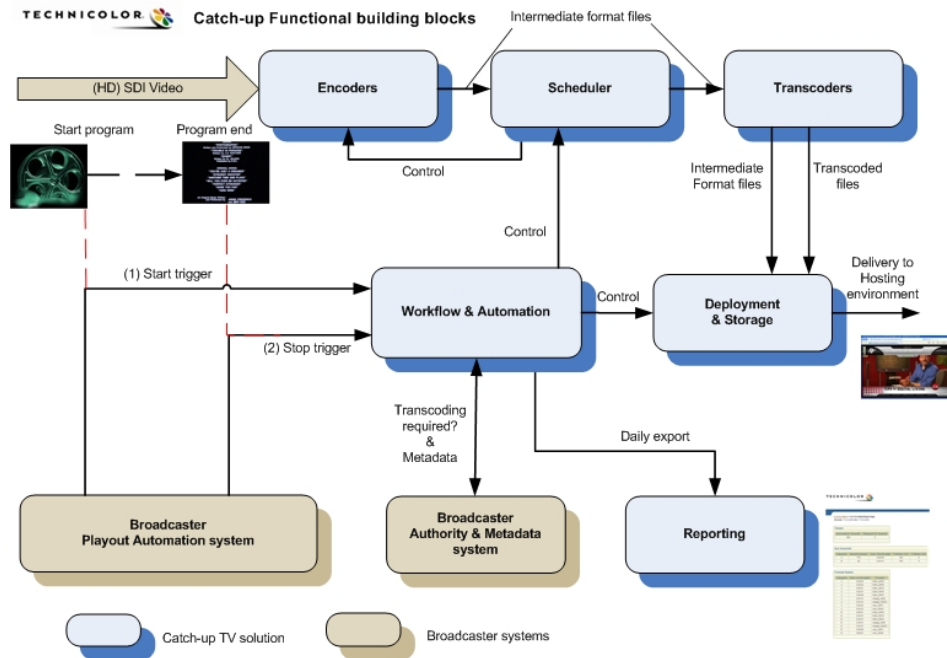
Partnering with Telestream and Vivesta, Technicolor was able to provide a new fully automated transcoding service which generates fast VOD and Web publishing for NPO – within NPO's stringent 10-minute requirement. Telestream's *transcode while ingest* solution was a key component in meeting this speed requirement in a cost-efficient manner.

The new system enables NPO to publish broadcast content from the three Dutch public TV channels (Nederland 1, 2 and 3) to multiple outlets (digital cable, IPTV and FTTH) via its Catch-up TV service which allows VOD viewing within 10 minutes of a show's broadcast on-air time.

The solution consists of products and services from Telestream and Vivesta, where Telestream delivers video capture and transcoding products and Vivesta delivers the automation and workflow management solution. Combined, these services enable high-speed Web publishing in a fully automated workflow for Catch-up TV.

Case Study: Technicolor/Dutch National Broadcasters

The workflow



Technicolor is responsible for project management, consultancy, architecture and migration of the existing Catch-up TV service, reporting and end-to-end integration of the new platform in the current broadcast facility.

System integration is provided by Vivesta to ensure a fully automated workflow, from ingest to content delivery, and reporting. This includes integration of Vivesta's MediaFlow media management and automation solution with program metadata management systems, playout data and Telestream's Pipeline capture and FlipFactory transcode systems.

The workflow consists of capturing multiple national TV program feeds from the broadcasters using two Telestream Pipeline Quad video capture systems. Content is automatically delivered to four Telestream FlipFactory systems for concurrent, high-speed transcoding to multiple web formats: MPEG-2, Windows Media, QuickTime and 3GP. The reformatted content is then delivered to multiple VOD outlets, including the most popular public broadcast VOD site in the Netherlands, [Uitzending Gemist](http://www.uitzendinggemist.nl).

It was important to the success of this project that Vivesta be able to integrate dynamically with the existing broadcast systems, including Omnibus and the program management system, to ensure that content published to the web was fully copyright-cleared before output. Vivesta utilized Telestream's SDK integration software to ensure complete control of the content capture and transcode processes. Seamless communication paths between Vivesta and Telestream systems ensure a totally automated, hands-off system.

The Result

"We recognized NPO's business need to get its Catch-Up TV content to the web as fast as possible" said Chuck Parker, President Technicolor Digital Content Delivery. "By working with Telestream and Vivesta, we have been able to deliver this live content to VOD in record time, which demonstrates our strategy to deliver video content in any format in a fast and efficient way."