

Interlake

Archive on Demand

cloud migration &
intelligent media store



Making the media industry fit for the cloud age. Efficiency & cost savings on storage and distribution.



Current Media Industry Challenges

- huge amount cost intensive video assets in archives on premise
- no access to new cloud-based distribution channels
- hard to search and retrieve archive assets because of lack of metadata
- End-to-End Workflow from production to distribution



Ideal Solution

- cost efficient, scalable archive storage layer as a service (no CAPEX, just OPEX)
- automated self-distribution and syndication with all media platforms (Web, Mobile, Smart TV, linear TV)
- intuitive Search-and-Filter-Combination based on rich context metadata (e.g. Vision, Sentiment, Faces, Speech, Keywords...)
- no gap in the whole media production chain



Desired Outcomes

- Best time to switch to cloud workflow in media and stop investing in proprietary solutions
- Not only traditional TV and Broadcast-Industry, also new players in Enterprise, Sports, Education and Government are stepping on stage
- harmonize customers production-tool environment and running costs



Interlake Archive On-Demand

Tools and guidance for cloud-based media transfer within the enterprise



Imagine a single point of media storage in the cloud that creates a whole new value chain!

Media Cloud Transition

- Immediate asset availability
- Reduced operating cost
- Pay-as-you-go model
- Flexible scalability
- Unique hybrid Capability: Connects to existing on-prem infrastructure

Explore Media in depth

- Cognitive Services optimized for Media Scenarios
- Combination of AI-Annotations and production metadata to enable new ways of content exploration

Multichannel delivery

- Automatic transcode – deliver to any customer on device
- Easy distribution and monetization with VoD models
- Seamless global delivery across 40 cloud data centers and CDNs

Automated workflows

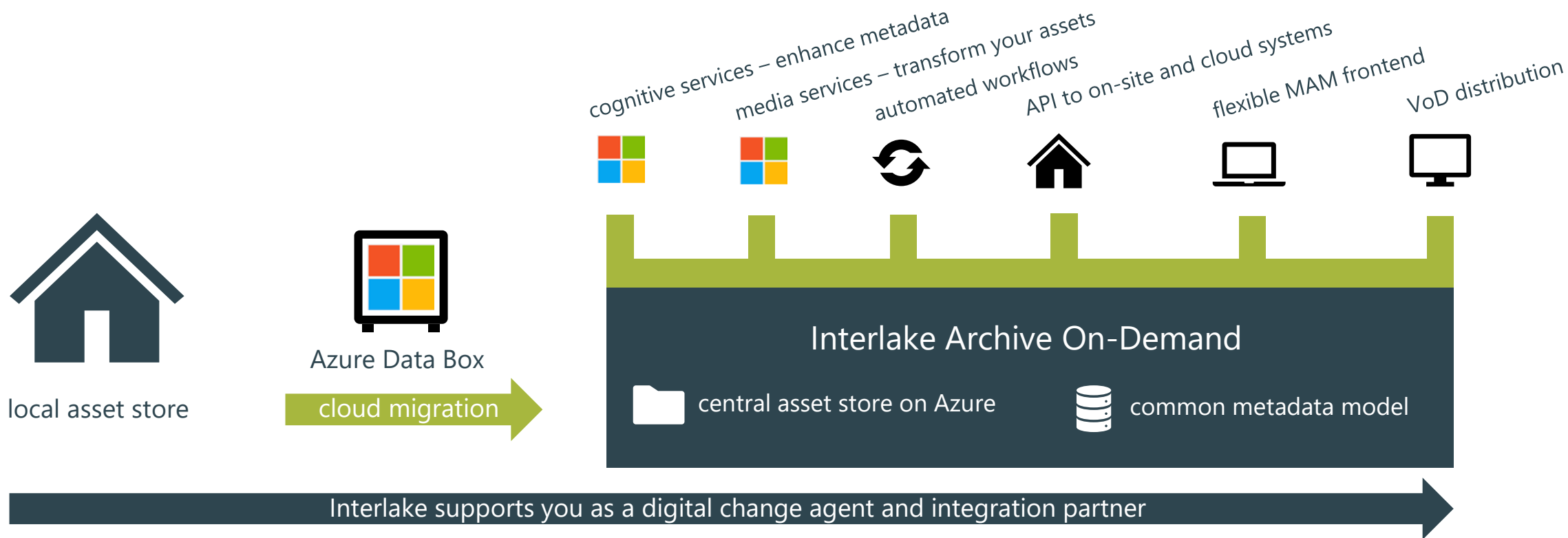
- Automate all repetitive standard tasks like transcoding, delivery to focus on creative part of work
- Connects production, metadata, asset store and distribution in one solution.

For the first time in the history of media production, the classic division into the three parts production, archive and distribution is abolished. By combining archive and distribution, customers now have the opportunity to consolidate these major production steps in the cloud. Archive and Video on Demand become Archive on Demand and productions ingest directly to the cloud.

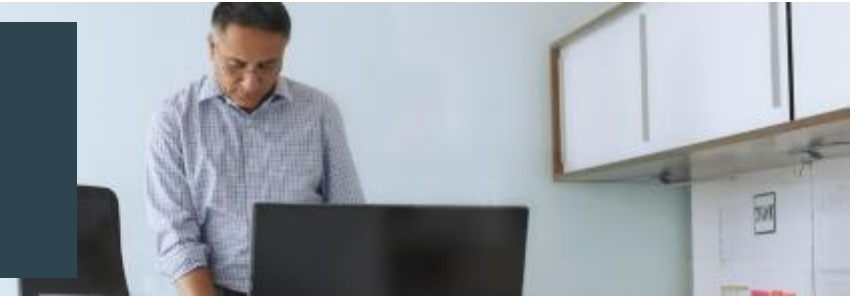


Interlake Archive On-Demand

Your single point of media storage in the cloud that creates a whole new value chain



Interlake Archive on Demand + Microsoft Enterprise Cloud



Microsoft & Interlake - an enterprise-grade cloud solution and a partner ecosystem tailored around the media industry.

Solution Alignment

Media Cloud Transition to Azure

- Combining forces to bring end-to-end media workflows to the cloud in a cross-industry approach.
- Based on Microsoft Services like Azure Media Services, Cognitive Services, Artificial Intelligence



Interlake + Microsoft = Customer Success with new Business models

- link video and metadata to e-commerce data—like the glasses off the main actor
- Interconnect O365 – Modern Workplace and Dynamics365 with Interlake Archive on Demand on Azure

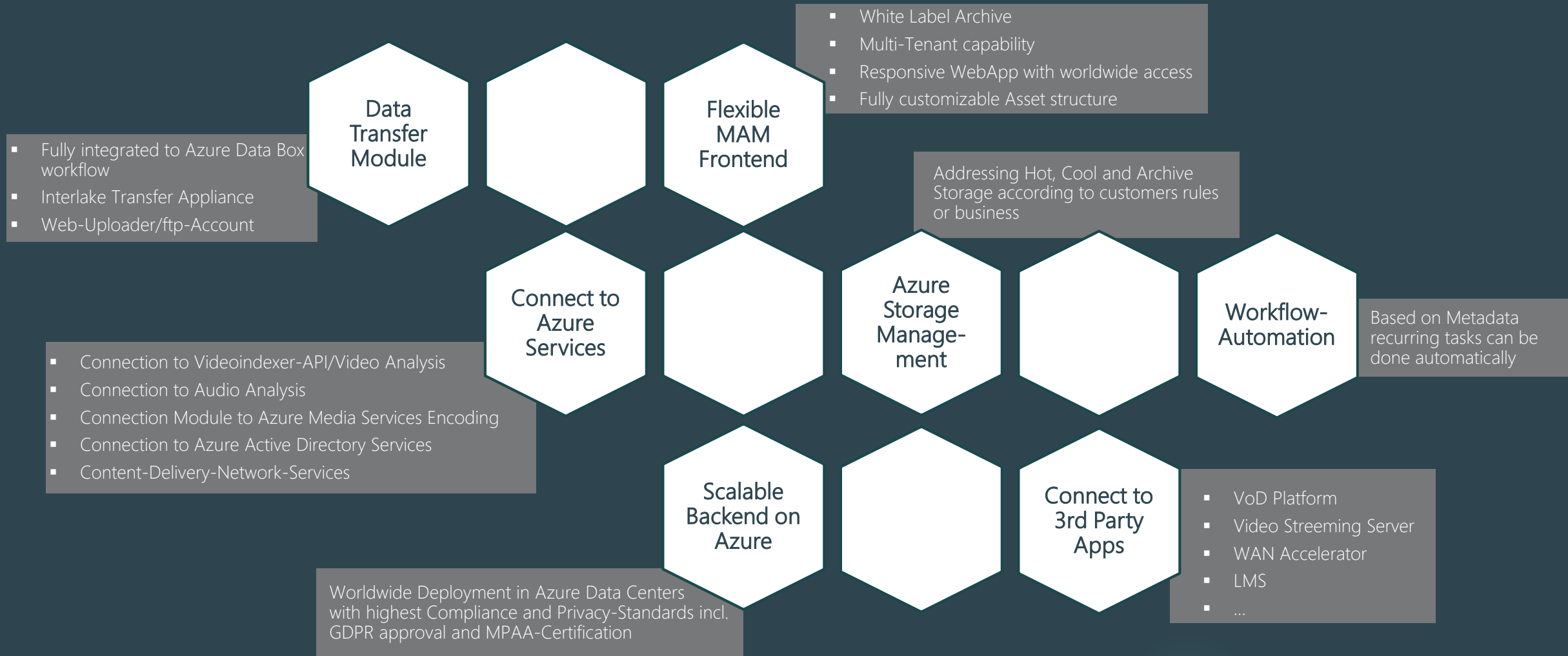


Azure – Tailored for Media Enterprise

- Azure Media Services
- Enterprise-grade security
- GDPR, ISO, MPAA compliant
- More global datacenters than any provider
- Private, Hybrid, Public Cloud, connecting all your existing solutions



Interlake Archive On-Demand – Core Feature Set



Customer success story



Bertelsmann UFA Cloud Based Production Workflow

Interlake Archive on Demand

Objectives

Pioneering into a cloud based production workflow with UFA. Harmonizing the production workflow while reducing costs and exploring new markets for additional monetization of assets.

Tactics

Using the Cloud and Artificial Intelligence to digitize the archives, extracting additional information to unlock new business models in new markets.

Results

Redeemed Storage costs after 6 months already
Starting first foreign VoD Platform next month

Implementing a 'Digital Feedback Loop' for assessing new markets opportunities

Next Steps: Fully cloud based production workflow for post-production services "

For the first time in the history of media production, the classic division into three parts: production, archive and distribution is abolished. By combining archive and distribution, UFA has now consolidated two major production steps in the cloud. Archive and Video on Demand become Archive on Demand.

Ernst Feiler, Director Technology UFA



Bertelsmann UFA – Interlake ISV solution success story

