

The Next Generation Media Supply Chain

Vidispine provides content owners with a fully managed media supply chain backbone, enabling you to adapt to changing media industry needs and business requirements quickly.

Let's talk about how media and metadata can be centralized, organized, and distributed.

- Content acquisition – Media files and metadata entering the system in an ingest or manual process
- Manual or automatic QC
- Media files and metadata are analyzed, transcoded and transformed in preparation for a distribution process
- Media files and associated metadata are distributed online and to archive
- Player statistics needs to be managed and analyzed

Vidispine has you covered.

From the point of any type of media including metadata entering your media supply chain, you need to understand, be in control and make the optimal use of the information that is directly or indirectly associated with your audio and video. In addition to this, by **AI services**, you will be able to understand the actual content of your media acquired.

If you can do this successfully, you have a very good fundament for populating and make important decisions in all the remaining production points of your media supply chain.

Many production platforms are also based on a unified video and audio format for production, cloud workflow, and archival reasons. The **VidiCoder** service decodes and encodes all standard broadcast/film and distribution formats and is as such a fundamental building block in the Media Supply chain.

The Vidispine Digital Media Supply Chain

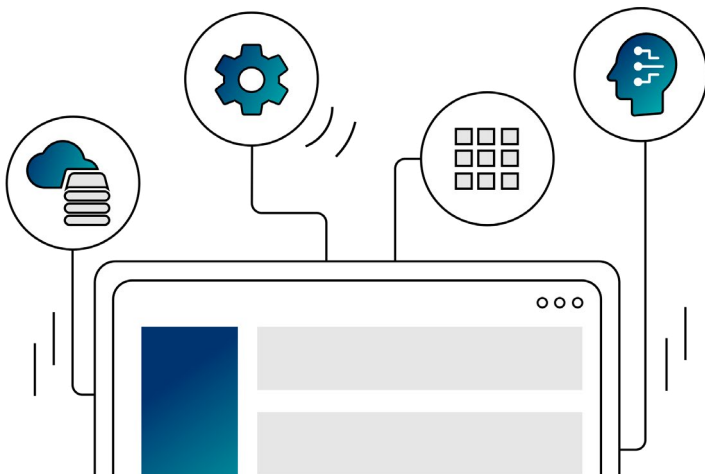
- A digital media supply chain (DMSC) describes any production and distribution workflow system where media files and their associated metadata needs to be managed based on the current business model.
- The services present in a DMSC can be very similar in many production and distribution workflows. However, the actual customers can operate in very different areas such as sports, VOD / LIVE provider, banking, Universities and more.

The content ecosystem and the media supply chain

The Vidispine Content ecosystem forms a community where customers and partners can integrate with all the Vidispine platforms, applications, and services.

As a customer or a partner in the Content ecosystem, you will gain access to essential services and applications for orchestrating your media workflows using VidiFlow as part of the cloud-native media services platform VidiNet.

The VidiCore service is the heart of the MAM system architecture and the media supply chain offered in the Content ecosystem. The VidiCore service allows for advanced metadata transformation and automation in the remaining media supply chain. AI-driven services for analyzing speech to text and image objects will significantly enhance the knowledge of your media archive and allow for detailed access to information based on time spans of media.



Today's media supply chains need to be much more flexible to follow the dynamics of the market. The VidiNet cloud-native media services platform in the Content ecosystem will allow for instant upscales to meet sudden production and or viewing peaks – as well as quick downscales of services if the market so demands. It is worth noting that although the cloud-native VidiNet platform has also been designed with the reality of existing on-premise solutions in mind.

Get in touch to find out how we can set up a Media Supply Chain solution for you.

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Global IT specialist Arvato Systems supports major companies through digital transformation. More than 3,000 staff in over 25 locations epitomize in-depth technology expertise, industry knowledge and focus on customer requirements. Working as a team, we develop innovative IT solutions, transition our clients into the Cloud, integrate digital processes and take on IT systems operation and support.

Vidispine is a brand of the Arvato Systems Group. The Vidispine portfolio enables companies working with media to focus on their core business by providing easy access to technology that supports their business needs. Our platform enables customers to get the maximum value from their assets, rights, media inventory and market

As a part of the Bertelsmann-owned Arvato network, we have the unique capability to work across the entire value chain. Our business relationships are personal; we work with our clients as partners, so that together we can achieve long-term success

The VidiNet Advantage

- With VidiNet, you can add and manage the services of your choice to your MAM by simply adding them directly from our media service platform on the cloud
- VidiNet makes it possible to dynamically scale your DMSC depending on your requirements. No upfront costs – you only pay for what you use
- Once you are set up, you are ready to go.
- Set up additional transcoding resources for incoming and outgoing media based on information stored in the VidiCore API architecture.
- Scale up or down your services depending on workload with full financial transparency.
- Add a cognitive cloud-based service in order to address an unexpected customer requirement.
- The media store in VidiNet also offers a continuously growing number of integration points to market-leading proven production and distributions products such as, Adobe, Bitmovin, Interra etc.
- By using the VidiCore Development Toolkit, you can build the most efficient user interfaces for each production point.