

NAB Wrap-up

[TVBE contents page...](#)

New solutions for control and distribution

Content management for interactive opportunities

by Reinhard E. Wagner

Content and asset management systems are very much an emerging market. The need for content owners to control access, ownership, rights, and other object oriented information continues to increase. Many products that address these demands were present at this year's NAB.



Obvious Media Manager: Handles streaming and databases

As in other emerging markets, companies that adopt new technologies early are better prepared to exploit new business opportunities. Leading suppliers of content management systems are tecmath, Informix, Sony, IBM, Bulldog, Artesia, and eMOTION. Companies like Media Site (ex-Islip), Virage, Excalibur, and Mate provide the necessary analysis and indexing engines.

Bulldog's new Two.Six provides cost-effective benefits associated with the re-use and re-purpose of media content, and creates an infrastructure for new media distribution opportunities including e-commerce and interactive services. It delivers a secure repository for loading, indexing, searching, browsing, and distributing media content.

It connects creative staff, ad agencies and business partners by providing access to media content across any platform. It can be customised to meet the requirements of specialised businesses, processes and repository management needs; taking advantage of existing and planned hardware and software configurations and implementations.

Discovery.com selected Bulldog as a core infrastructure technology to support collaboration across its enterprise, and to maximise returns on the value of assets as they move further into interactive-driven services. The first Bulldog implementation will support narrowband content creation and provide a repository for the ingesting, indexing, and editing of media assets, which include audio, video, text and images.

Integration with web-authoring legacy systems will enable fast web publishing to traditional narrowband web sites. The shift into interactive and broadband services is defining the next generation of entertainment for both consumers and businesses.

BBC FRAMEWORK

The media archive system from tecmath provides continuous support for the entire workflow in television and radio production and archiving. The new release V2.4 comes with LoggingClient, which is a tool for realtime logging on incoming news feeds into a database. In- and out-points can

be set which annotate the defined segments, immediately. With its read-after-write capability, it is possible to pause a feed playback to enter a detailed description while its backend services continue encoding the incoming video signal.

The new BrowsingEditor exports the most popular edit decision list formats (Avid, Lightworks, Quantel, Fast) and its DeviceServer interfaces directly to automation systems (Louth ADC, etc.) and video servers (GVG Profile, Quantel Clipbox, EMC Media Server). The BrowsingEditor allows frame-accurate editing of MPEG-1 browse video on a desktop PC. Essentially, media archive speeds up workflow in news production. It cuts out delays between the recording of incoming feeds and its availability for editorial work to journalists.

For enterprise-wide immediate access to essence and metadata and format-independent archival of content, media archive makes use of the I/O performance of EMC Celerra file and browse server. It allows annotation and retrieval of incoming audiovisual material during the recording of a feed.

The BBC and tecmath have recently signed a framework agreement for the provision of media asset management systems and services. Under this agreement, which runs for seven years, tecmath AG will license media archive to the BBC and implement integrated systems. All implementations will be compliant with the BBC's Standard Media Exchange Framework (SMEF). "This agreement is a significant milestone for the BBC as we expect media asset management to become a mission-critical application," said Philip Langsdale, the BBC's director of distribution and technology.

OBVIOUS MEDIA

Obvious Technology issued Media Manager, a video asset management tool that reduces the cost of digital content management, speeds up the production process, and makes video easy to use on a network. The Media Manager enables content creators to easily view and comment on dailies, production clips and multimedia content via a network connection. The system exploits content over both the internet and broadband networks and provides capabilities to video producers.

Media Manager is capable of handling gigabytes of multimedia information and suitable for small companies as well as large international organisations. Media Manager bridges the gap between video streaming and relational database management systems (RDBMS) by allowing frame-accurate integration of video and any related multimedia content, including text, sound, HTML pages, still images, ODBC database tables, closed-caption data and DNS/IP addresses. A universal multimedia envelope, called an Object-Based Video Interface (OBVI) file, is the base for Obvious Technology's multimedia asset and digital content management products.

A suite of video resource program modules from Imagine Products, Inc is Image Mine, which comprise a image storage and retrieval system for Windows. Image Mine catalogues media that will be archived in its original acquired format for re-purposing. Digital representations (thumbnails) are stored electronically in lower resolution to reduce costs and increase corporate-wide access.

The Cinebase3 suite from eMotion.com, is a configurable system that excels at managing bandwidth-intensive media assets like digital film and video. The strength of the system lies in its ability to manage vast amounts of digital assets; video, audio, graphics, and other digital media while using industry standard platforms and formats (e.g., Oracle, NT, Mac OS, QuickTime, AVI). The suite acquires, digitises, stores, distributes and manages content and asset. The included automated workflow feature can manage legacy assets, whether analogue or digital, allowing users to move and convert assets, select a portion



GIAG I-broadcast
Index and archive

of an asset and order a series of assets automatically during check out.

ENTERTAINMENT ASSETS

Excalibur Screening Room captures and analyses video, collects and organises metadata, visually summarises video assets, indexes and searches both visual and textual content, provides nonlinear access to video segments, enables editing of streaming video files and publishes content over an intranet, extranet or the web. Screening Room allows users to automatically capture video, add metadata and annotations, execute intelligent visual and textual queries, find specified clips of interest, preview rough-cuts and generate industry compatible Edit Decision Lists (EDLs) for subsequent editing and finishing.

GIAG's central components of ibroadcast are the automatic recording, indexing, management and archiving of all video and audio data. Another essential component is the ability to generate special masks and database structures to fit the individual requirements of specific departments. The network-wide data pools provide users with format-neutral data, which can be accessed and searched using a multimedia database concept. The Xi-Enterprise-System supports the integration of digital video servers, automation systems like Louth and conventional tape archives. Drives can be integrated externally or in the automated robot systems.

IBM's Content Manager helps to manage the amount of digital information in the e-commerce and WebTV world. It involves the collection, management and electronic distribution of all forms of business information including e-mails, interactive audio, video and images, and linking it to core business processes. It enables corporations to electronically manage, protect and share critical business information, in any format, including XML and HTML.

Besides the content, asset management is essential, too. *Entertainment Tonight* has chosen IBM's Digital Asset Management Solution to convert more than 20 years of videotape to digital media. The material will be stored on IBM's Linear Tape Open (LTO) cartridges, which will be archived with an IBM Anaconda tape server.

Each LTO cartridge can store four hours of uncompressed 601-quality video. A single tape library can hold up to 721 cartridges (loading time: four seconds). The archiving process will be performed using Virage VideoLogger and AudioLogger software, which delivers MPEG-1 and MPEG-2 files simultaneously along with thumbnail images. The thumbnail images can be used for a storyboard, while the MPEG-2 files are used for final editing and broadcast. The MPEG-1 files will be used for proxy editing, which enhances tape search and retrieval capabilities.

[More NAB Wrap-up - TVBE contents page...](#)

If you are interested in reaching thousands of audio professionals via this site, please contact advertising@prostudio.com

Studio Sound, Pro Sound News Europe, What's new in Pro Audio, Pro Sound News Asia and TVBEurope © Miller Freeman Entertainment Ltd 2000. Some material on WWW.PROSTUDIO.COM is ©Avant Garde (Croydon) Ltd or the author credited in the article. No part of this online publication may be reproduced or transmitted in any form or by any means - other than for the purposes of immediate viewing - without the express written consent of the publisher or author. The domain name WWW.PROSTUDIO.COM is the property of World Wide Business Communications, a trading name of Avant Garde (Croydon) Ltd. Enquiries regarding site construction should be addressed to

sales@bizniz.com
