

Content Distribution Portfolio

Save transport cost and be on time



What is a Content Distribution Solution?

Live event coverage relies upon seamless coordinated workflows, but when you look closer at the typical integration of processes and systems, it often reveals an enormous breakdown in productivity. Most radio and television operations find that the flow of content creation is impeded - even between different bureaus or the station and its team of correspondents - because they depend upon several proprietary systems. Silex Media Content Distribution Solutions provide an uninterrupted distribution chain which allows file exchange between different locations as well as redistribution within different factories of a modern broadcast organization – centrally administered, highly secure, fast and reliable and with powerful features like on-the-fly transcoding.

Solutions soaked in the real world

Silex Media's solution portfolio includes new possibilities for global distribution of multimedia content. Solutions based on the DAVID Systems Moves Media technology have been in regular operation in major broadcasting networks like Norway's NRK and Germany's ARD for many years now. Recently NRK used Moves Media solutions for their coverage of the Olympic Games in Beijing. Also at ARD, with thousands of audio and video file transfers every day, is completely operated by Moves Media applications – not only to bring content from all over the world into the organization, but also to automatically distribute it within the network to different locations or systems like video servers.

Solutions for fast and reliable data transfer

Example solution: Integrated media transfer

Customer requirements

One of the biggest problems in the creation of media assets as they are produced and distributed in their complex lifecycles is the multitude of platforms and formats that they encounter along their journey. With many of these different platforms having their own proprietary and often closed environments, the media assets can gradually have their value eroded through loss of crucial and valuable metadata along the way.

Organizations still want to transfer files quickly, but would prefer this to be a more automated process. They are also concerned with retaining metadata integrity and allowing dynamic metadata enrichment and exchange between heterogeneous media platforms and other organisations during the production lifecycle of their media assets. This data is crucial to them getting the full value from their created essence.

Solution

Integrated media transfer is a solution that enables the best of breed technologies for high-speed media transfer and metadata synchronisation to be implemented into the existing infrastructure of an organisation, such as MAMs, editing platforms, ingest and playout automation systems. It also enables an optimised automated workflow that gets media and its metadata where it is needed, when it is needed and in the format that it is required.

Where possible, the solution will always be based upon open and standard IT infrastructure to enable a customer to use existing in-house knowhow of its IT personnel, without excessive specialist training requirements. It also enables the solution to be highly scalable with installations ranging in size from small internet cafes to large international broadcasters with multinational offices to connect. The solution is tuned specifically by Silex Media to maximise throughput, based on our experience and skillsets in High Performance Computing (HPC), networking, bandwidth management and on-the-fly media manipulation.

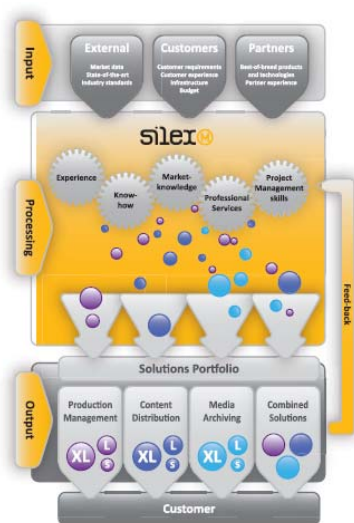
Expertise and services

Media management and transfer software technologies and protocols ● Secure, fault-tolerant setups of storage and server systems, Network architectures, High Availability and cluster technologies (HP, IBM, SGI, LSI, DDN) ● HSM software (Quantum, IBM, SGI,) ● Glue software development on MacOS, Linux, Windows ● Integration with broadcast specific applications (MAM, Automation, Production) ● Interface to existing media management or automation systems to retrieve or register content (XML, EDL, APIs, MessageBus, SOA, Web Services, etc) ● Broadcast and other media formats and manipulating them (transcoding, wrapping, partial restore)

More solution examples:

Time is of the Essence – Accelerated media file delivery solution: designed for applications where one2one and one2many audio and video essence (media file) transfers are required. It is to replace high cost signal-based solutions with modern, standard and commodity based IT infrastructure. It is designed to address the critical factors important for customers in accelerated file transfer speeds, optimized bandwidth usage, security and the close control and monitoring of transfers. Silex Media complements the solution by ensuring quick analysis, design and deployment, quick familiarity of users on how to operate the solution, and of course lightning fast transfer of media files to one or many destinations at the click of a button using the latest and greatest transfer acceleration technologies.

About Silex Media solutions portfolio



Silex Media is a services company that focuses on delivering solutions to address customers' needs in the areas of Content Distribution, Media Archiving and Production Management. Indeed, since global cooperation, content sharing and integration with proprietary systems are most demanding challenges for broadcasters today there is a strong end to end solutions from a company that understands the unique requirements of the broadcast industry while at the same time managing the lifecycle and reducing the risk of integration and evolution

Silex Media's proven solution portfolio includes best of breed products from our technology partners coupled with the expertise and support of their global professional services team to help customers address today's challenges and opportunities and bring out the best in their content. Silex Media accompanies its customers through all steps of the project, from consulting and planning to the turnkey solution and subsequent support.

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