

## Modular Workflow Solutions for Content Distribution and Ingest



### Overview

Television broadcasting has seen many changes in the last years, especially with the advent of digital television and an increased abundance in file-based workflows. In many broadcast facilities, old and new technologies have been forced to coexist in order to bring valuable material to air. To complicate things, new technologies often come in many different flavors, adding to the challenge of designing and investing in a lasting infrastructure. Luckily, emerging concepts such as SOA (service-oriented architecture) have provided insight on both how vendors should build their products as well as how end-users should integrate the different pieces of the puzzle. One remaining challenge is turning legacy systems into nodes within a “loosely coupled” architecture. Telestream’s FlipFactory and Floripa’s software products and consulting services can help in this task. While FlipFactory provides a solid transcoding architecture with a large and expandable collection of modules and a robust API, Floripa offers ways to integrate new and legacy systems, helping clients normalize workflows and make the most use of their resources.

### Case Study 1: Distribution and Ingest of Commercials, Promos, and Public Service Announcements

Commercials, promos, public service announcements, and other short -form material typically arrive at a television station by tape, CD, DVD, or files delivered through catch servers, web servers, FTP servers, or thumb drives. The variability in distribution medium, file format, and availability (or not) of metadata create myriad paths through which content can be ingested. For instance, material received on CD by the traffic department might be brought over to the creative services department, dubbed to tape, and finally sent to master control for ingest. The undisclosed client in this case study needed to simplify and standardize the ingest process of all short-form material around simpler steps, utilizing only hardware and software resources accessible within the master control room.

#### The solution

The client had previously turned to Floripa Integration and Telestream for a solution that monitors and ingests commercials from major catch server providers. Floripa proceeded to install its PromoBox appliance to act as a gateway between the promotions department and master control, making the delivery of promo files and metadata similar to that of commercials. Additionally, a second PromoBox was adapted to handle the distribution of PSAs and ad-hoc commercials delivered via CDs, DVDs, thumb drives, HTTP, and FTP. This appliance also contains SD/HD SDI play-out capability, giving the client a backup route to the software-based workflow. The solution created a centralized, web-based location where users from various departments can search and visualize low-resolution proxies of material arriving from various sources; additionally, master control operators can easily match and ingest material found in both traffic and promo dub lists.

Throughout the process, FlipFactory proved to be highly configurable and scalable, as content from certain sources required special processing, such as trimming, up/down conversion, and audio channel remapping. The client also benefited from Floripa’s DubCentral’s ability to easily re-configure itself based on rules set up for each content type, source, and destination.

## Case Study 2: PitchBlue™ Content Ingest and Program Management

Warner Brothers, CBS, and Ascent Media have recently created a file-based distribution platform to deliver syndicated material to content broadcasters. Many television stations across the United States have since received catch server appliances called PitchBlue™, which record satellite feeds and make content available as MPG2 or H.264-encoded files along with comprehensive metadata. The client in this case study (Lin Media's East Coast hub in Springfield, Massachusetts) needed an ingest solution for PitchBlue™ shows and promotional material.

### The solution

Floripa Integration developed and deployed a new module to its framework which allows clients to create workflows that involve monitoring and ingesting content delivered via PitchBlue™. Under this set up, master control operators are able to create templates and automatically prep shows that match programming and/or traffic format sheets; as part of the process, PitchBlue™ files are transcoded by FlipFactory and delivered to play-to-air servers. The solution provides master control operators with daily lists of all material to be recorded and prepped, with the appropriate sense of urgency. A different view of this same information offers the programming department a real-time look into the status of each show based on air dates and times.

In order to deliver enterprise integration in very short time, Floripa worked closely with Telestream, testing and deploying Telestream's new PitchBlue™ modules for FlipFactory. After only a few iterations, success was achieved and the client was able to prep, ingest, and bring quality HD video to air.

Founded in 2007, Floripa Integration is a consulting, outsourcing, and software development company that specializes in orchestrating the flow of information and media assets across departments and facilities. Floripa provides affordable solutions that help clients optimize their software, hardware, and human assets, speeding up processes, increasing reliability, enhancing communication, and avoiding costly mistakes.

Founded in 1998, Telestream is an industry leader in video compression, transcoding and workflow automation solutions. Telestream's flexible, scalable software products seamlessly integrate with any software enterprise or system solution in record time and at competitive prices. Telestream's technologies provide support for the latest compression standards, thus enabling more cost-efficient storage and transmission, more channels, better picture quality and delivery over lower bandwidth networks.

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For more information:

[www.floripaintegration.com](http://www.floripaintegration.com)

[www.telestream.net](http://www.telestream.net)

The George Lopez Show - Primary (HD) - GL PRIMARY 89 HD

1. Item Selection and Segmentation

Total Segments: 8 | Templates: 8 segs by dder (default) | apply

Item	Include?	Title	SOM	Duration
<b>Segment 1   00:05:58:00</b>				
1	Yes	OPENACT 1	00:00:20,00	00:05:58,00
<b>Segment 2   00:00:59:29</b>				
2	Yes	Advertiser A COMM1002	00:06:18,02	00:00:30,00
3	Yes	Acme COMM1003	00:06:48,02	00:00:15,00
4	Yes	Commercial COMM1004	00:07:03,04	00:00:15,00
<b>Segment 3   00:04:09:27</b>				
5	Yes	ACT 2	00:07:18,04	00:04:10,00
<b>Segment 4   00:00:30:00</b>				
6	Yes	Commercial COMM1005	00:11:28,02	00:00:30,00
7	No	Local	00:11:58,02	00:01:30,00
<b>Segment 5   00:04:56:00</b>				
8	Yes	ACT 3	00:13:28,04	00:04:56,00
9	No	Advertiser A COMM1002	00:18:24,06	00:00:30,00
10	No	Acme COMM1003	00:18:54,06	00:00:15,00
11	No	Commercial COMM1004	00:19:09,08	00:00:15,00
12	No	Local	00:19:24,08	00:00:59,28
<b>Segment 6   00:00:35:00</b>				
13	Yes	BUMPER	00:20:24,06	00:00:05,00
14	Yes	Free Spot	00:20:29,06	00:00:30,00
<b>Segment 7   00:02:20:00</b>				
15	Yes	ACT 4	00:20:59,06	00:02:20,00
16	No	Commercial COMM1005	00:23:19,08	00:00:30,00
17	No	Local	00:23:49,08	00:01:30,00
<b>Segment 8   00:03:33:00</b>				
18	Yes	ACT 6/CREDITS	00:25:19,10	00:03:33,00
				Total duration: 00:23:02:10

Floripa Integration's template-based prepping interface can be used to ingest shows delivered by PitchBlue™ and other long-form catch servers.