IVPs are the Future

Workflow Control

Ballooning costs. Fickle audiences. The rising tide of content demands. An endless array of screens. The pain points are pulsing throughout the content lifecycle, but IVPs are here to help.

Integrated Video Platforms (IVPs) go far beyond basic OVP feature sets to cure these pain points across the video chain. IVPs build and use common data sets to uncover deeper and connected strategic insights. They harness those insights through advanced video workflows and delivery systems that maximize every asset, from pre-production to playback to monetization. In short, these data-driven platforms, which orchestrate video production, management and publishing workflows in tandem, solve for the myriad of video business issues that challenge content providers today and put more control back into your hands.

When an existing online video platform is paired with a media logistics platform designed to work with it, this promises that content can be assembled more efficiently, analyzed continuously, received in the optimal structure and format, and syndicated quickly to all partner endpoints. The result? More control and a faster path to monetization. If you already benefit from media logistics, a video platform built to extend its capabilities offers secure content protection and rights management, streamlined device delivery, and a deeper understanding of video performance. The result? You guessed it: More control and revenue, faster. Together, these platforms ensure a seamless, end-to-end video workflow that doesn't exist with either platform working alone.

IVPs give you more control and a faster path to monetization

MEDIA LOGISTICS
Streamline production

◆◆ Create, curate or acquire content more efficiently

◆◆ Transform quickly to correct formats

◆◆ Optimize distribution

◆◆ Analyze continuously

ONLINE VIDEO PLATFORM
Publish and monetize

◆◆ Get secure content protection and rights management

◆◆ Streamline device delivery

◆◆ Gain deeper understanding of video performance

Let's look at six ways that cloud-enabled IVPs, such as the Arumai TranStream™ Platform and the Arumai Multiscreen OTT Video Platform™, working in concert, can help you optimize total control of your video operations.

1. MANAGE ASSETS AND METADATA ACROSS SYSTEMS

The superhero power of IVPs is their ability to coalesce and carry metadata across disparate systems and throughout the lifecycle of an asset. They save the day through greater process efficiencies as they provide laser-focused asset visibility and insights at any point, remove tough workflow obstacles, and allow companies to triumph through speedier content delivery and greater ROI.

A video publisher with many titles and websites will use IVPs to organize its multitude of asset classes, build stronger team collaboration, optimize the presentation and re-packaging of finished content to audiences in different regions, and provide the insights on how to do it all better the next time. Arumai TranStream™ provides full visibility into operations, and a single source of truth at every turn. It also ensures data continuity and importantly, prevents data loss. The platform can capture metadata from raw footage at the earliest stages of content creation, log it, and create multiple metadata definitions for precise cataloging of assets (AV, image, text and groups). It can also track hierarchies of business objects, along with custom metadata search fields, and specific user permission sets that can isolate access to particular information such as production budgets. Real-time searches can be made on any asset or object data.

Arumai TranStream™ then synchronizes this data across production and distribution systems, as well as ingest and publishing systems via Arumai's CMS built within the Arumai Video Platform. This unified path makes it easier to locate and manage assets wherever they are and connect them to final audience playback. Companies can analyze video performance in real time with Arumai IQ analytics to make smarter decisions about what content to produce in the future, how best to distribute it, and how to boost viewership, engagement and monetization.

Importantly, with these integrated platforms, companies can also draw previously impossible insights from metadata, such as relating operations to engagement. For example, "The change we made to use three stages of QC review has resulted in 15% more content views in the Sci-Fi genre."

2. RECEIVE AND DELIVER DIVERSE CONTENT MIXES

With the explosive growth of both content creators and distribution outlets, managing multiple sources of content and large libraries is the new norm for media operations. IVPs reduce this complexity for content companies, whose operating budgets may not have grown to match the rising content demands of today's markets.

A production company working on multiple series will turn to IVPs to cost-effectively manage a large slate of content sources and move finished content where it needs to go, whether to partners for final distribution, multiple types of devices for delivery or systems for archiving and storage.

Specific permissions, provenances, labels and actions for each asset can be assigned simply upon receipt and then tracked over the course of the asset's life. Arumai TranStream™ lets companies ingest assets and associated metadata (including sidecar files like audio tracks or timed text) quickly from many points of origin. Intelligent workflows can be built and incorporate automated business logic and user-defined rules to determine how an asset is treated when ingested.

With a focus on automation, the platform helps solve issues stemming from a lack of metadata standardization. It transforms assets and their metadata into any required format and publishes them securely and directly into Arumai's CMS, as well as to third parties, for final delivery across devices. Integrations with a company's own CMS offers full visibility into the process. Teams can set and customize the precise business rules needed for their particular workflows and determine the specific labels and metadata requirements to ensure consistency. Arumai's CMS is flexible enough to support both standard or remote assets, allowing companies to use existing storage or CDNs without losing analytics data.

3. SPEED CONTENT TO MARKET

This video market slows down for no one. Companies that want to keep pace with demand and stay ahead of the competition are getting behind IVPs. A sports broadcaster will utilize IVPs to deliver football clips at lightning speed across platforms to a global fan base. Automation ends task duplication and bottlenecks, and speeds things like asset transformation, live clipping, and VOD conversion.

The Arumai TranStream™ streamlines every step, including asset management and cross-device delivery of both live and VOD content. Arumai TranStream™ can automate transcoding and packaging. It also helps with syndication activities such as developing a standard process for building packaging profiles, syncing up timed text from live-to-VOD recordings, performing quality control color corrections, and distributing assets to cloud storage systems, CDNs and more.

The platform reduces the amount of time needed to transform and version assets for specific markets or outlets, and get that content to partners or into Arumai's CMS rapidly for direct publishing across screens, as well as for secure content protection, authentication and monetization.

4. LAUNCH OR ADAPT SERVICES SWIFTLY

Companies that can get their services to market quickly and pivot and scale just as fast when market conditions change are in the OTT driver's seat. This is another big advantage of IVPs. It means providers can pick up new shows for production when others don't stick, expand to new regions when partnership opportunities arise, embrace new business models as audiences change or integrate advanced technologies as they emerge.

An SVOD service will employ IVPs to address necessary system updates enabling it to diversify its revenue streams by adding a transaction-based model. With IVPs, it's easy to reconfigure production and delivery workflows or include more elements without increasing staff. That can mean the difference between breaking the budget and breaking through the market. Arumai TranStream™ can be configured to meet unique business needs throughout production and delivery, such as licensing content from a new provider, shifting from subscriptions to an advertising based model, or distributing to new platforms. Content companies have the flexibility to adapt parts or all of these modular solutions. Arumai TranStream™ can be deployed on-premise, in the cloud or in hybrid, multi-site deployments to enable system updates quickly as needed. The Arumai Multiscreen OTT Video Platform™ makes it fast and easy for companies to change elements such as monetization methods, partners, player configurations or ad placements. The micro-services architecture and pliancy of the platforms help cut down complexity, and takes the weight off of limited staff resources and skill sets.

5. BOOST VIEWER ENGAGEMENT

All of the content production in the world means nothing if no one sees it — or more importantly, if they don't engage with it. Fortunately, IVPs provide an end-to-end feedback loop that works with data generated at the beginning of the video lifecycle to inform and improve activities all the way to the end.

An entertainment publisher will adopt IVPs in the quest to attract audiences and keep them from roaming to its competitors. Deep analytics can suggest relevant content that gives viewers what they're looking for and keeps them sticking around to bring more revenue back to the provider — who can then create more of that successful content.

The content recommendation engine of Arumai Multiscreen OTT Video Platform™, harnesses the metadata captured and processed in Arumai TranStream™ along with the analytics of Arumai IQ. It combines them all via powerful machine-learning algorithms to provide content picks for viewers and heighten their connections to it. The engine is optimized for any business model and provides full editorial control while the algorithms can filter content based on metadata-based rules set by a content provider. With Arumai IQ, content teams can use this metadata to track how their published videos perform with audiences in Turkey vs. Japan, on mobile vs. laptops, or on one digital property vs. another — all with multi-dimensional audience details and viewer metrics. This knowledge can then be used to direct future content investments and creative approaches.

6. MAINTAIN AND UPDATE SERVICES WITH EASE

The digital transition that created OTT is still going. Companies that plan for inevitable future changes now will be in the best position to succeed. IVPs enable companies to rely on fewer platform providers to support these changes, which helps to ensure interoperability and reduce costs as they grow. A broadcaster will look to IVPs to help it expand its video content production and delivery to connected apps. Planning for such an endeavor means a commitment to conform to changing requirements for different app platforms as the market evolves.

Arumai TranStream™ make it easy for companies to maintain and update services, particularly when they lack the technical resources to do this on their own. The many benefits of intertwined media logistics and online video platforms include the continuity of support from a single provider, reduced downtime to resolve issues, aligned product roadmaps, and a partner who can help solve both upstream production and downstream delivery challenges.

CONCLUSION

The video business is changing faster than you can say "OTT." Video platforms offer far more advantages when they're tightly and organically integrated. They can:

♦♦ Direct multi-system operations

♦♦ Manage complex content requirements

♦♦ Cut costs

♦♦ Launch content and services faster

♦♦ Ensure agility and scalability

♦♦ Uncover powerful insights

♦♦ Expand audience engagement

♦♦ Realize greater investment returns

Above all, IVPs help you take back control of your video operations for full visibility, efficiency and savings across the content lifecycle.

ARUMAI TECHNOLOGIES, INC.

Arumai's grounding breaking video frame manipulation techniques, proprietary streaming systems and methods, and OTT Video Suite of products make any video content universally enjoyable in high quality on any screen, by any viewer, across any network, at any time enabling a pure play OTT products and solutions company. Every day our solutions deliver millions of content streams to mobile phones/handhelds, tablets/laptops/PCs, Blu-ray Players, Game Consoles, and Smart TVs, and in every market in the world on behalf of content owners, mobile service providers, cable companies, satellite companies, telecom operators, streaming video providers – OTT products and solutions.