



THE VIDEO REVOLUTION IS HERE:

The Next Phase of Video Production and Delivery is Upon Us

The massive shifts in content consumption patterns toward digital platforms can no longer be ignored. It has become clear that changes are needed in the way video is produced, managed and distributed. These processes must become more efficient, more open and more adaptable to meet the evolving demands of the global marketplace and the end viewer.

This change must be more than an evolution of the vertical products and services being used today to bring video to life and to the masses. It must be a revolution: a completely new paradigm where companies are no longer tied to individual solutions from multiple vendors, nor to legacy systems that cannot be integrated but are too critical to risk replacing, nor to the age-old conundrum of whether to build or buy a media solution. Companies must be able to build solutions their own way, to fit their own needs.

Arumai is continuing to innovate and lead the industry into this next phase, with the introduction of the Arumai TransStream™ — a Cloud-Based Transcoding and Streaming System for Media Companies and the flag-bearer of this video revolution and Arumai's OTT Video Suite. This open and extensible content production and delivery platform streamlines, connects and powers the entire content supply chain from production to profit.

This white paper will explore the video landscape shifts that have led to this revolution, and the market forces that are driving the need for this new paradigm. It will also detail the mechanics and benefits of using such a platform that can simplify operations to serve up video in any way content companies—and their audiences—need, now and in the future.

THE NEW CONTENT BATTLEGROUND

Within the video industry as a whole, the long-held axiom is that content is king — and the kingmaker. The producer or broadcaster, publisher, studio, or enterprise with the best content will attract audiences most consistently, and therefore have the best chance at long-term success. With the fragmentation of the video landscape across linear and digital platforms that has emerged just in the last few years, video content has become an even more critical differentiator. It is now all around us—on every screen, in every country, at every minute of the day.

To attract audiences when they have so many options, providers have found that they must have their best content available at all times. With the right content in the right place, audiences will deem a service or site one of the few worthy of their time and money; they will subscribe or commit to it and stay there. The value exchange is complete.

If anyone doubts that content is important, consider that annually, Netflix now spends \$8 billion on original and acquired content, HBO spends \$2 billion, and Facebook and Apple both spend around \$1 billion. The fact that so much money is being invested in original



content creation and licensing shows how much of a factor content is in audience satisfaction and market success, and how high the stakes are rising to get content—and get it right.

The fact remains, however, that most content providers don't have multi-billion dollar budgets to produce or acquire the level of content needed now to attract and keep audiences. They need to be more strategic with their content and what they do with it to make the most of their video investments and stay in the game. Therefore, with this unprecedented tidal wave of content and content expenditures in the marketplace, two critical trends have emerged to allow providers of all sizes to compete:

- ◆ **Horizontal platforms, which help companies integrate the data that exists throughout their content supply chain to create better, more targeted content.**
- ◆ **Data-driven automated workflows, which help companies get more content to market faster and more cost-effectively.**

Data-driven platforms and workflows enable content providers everywhere to achieve scale and efficiencies cost-effectively, and level the content playing field against larger companies. They can run their media operations strategically, drive their digital transformation, and remain in the game. In this dynamic content environment, these capabilities are vital to survival.

How can they accomplish all of this? By keeping things simple.

THE SIMPLE SOLUTION: ARUMAI-TRANSTREAM™

This one platform simplifies, streamlines and connects the entire content supply chain to help teams:

- ◆ **plan and manage**
- ◆ **curate and archive**
- ◆ **orchestrate and automate**
- ◆ **distribute and publish**
- ◆ **analyze and monetize**

The Arumai-TranStream™ supports companies whether they work in one area or across all of these, and can be completely customized to meet specific needs.

Content companies can build their best solution with applications from Arumai or certified third parties, or create and host their own apps with the built-in API infrastructure.



With an integrated content supply chain ecosystem, companies can harness the metadata that runs throughout any or all of these operations to create and deliver the robust and targeted content that they need today.

They also gain more efficiencies through automation so they can do more within existing content footprints and budgets. This is true for all network-connected systems and associated processes however they're configured. It remains true whether the software applications that comprise an existing content supply chain are powered by Arumai, one of our best-in-breed partners, or other companies; are ten years old or recently purchased; or support one operation or all. Arumai-TranStream™ has the flexibility to bring all of those applications together into one consolidated, connected and streamlined content supply chain – the only true end to end platform in the market today.

All of a sudden, companies can have a single view across content systems so they can:

- ◆ optimize workflows to speed up operations, cut costs and lower risks**
- ◆ share metadata to integrate disconnected systems, processes and teams**
- ◆ harness analytics to create more targeted content and deepen business insights**
- ◆ build a better platform user experience to maximize time and resources**

Let's explore each of these further.

THE CONNECTED CONTENT SUPPLY CHAIN

Workflow: The automated workflows of the Arumai-TranStream™ make it easy to connect systems that were previously isolated, regardless of how monolithic, legacy or distributed they are. One area where this is becoming more critical is with live and video-on-demand workflows, where providers may have a separate workflow for VOD from the workflow that they have for live and linear broadcast. The platform can integrate these to reduce costs and complexity. It also offers pre-defined workflows that will get teams up and running fast, but which also can be customized and extended as needed. And, the platform allows for flexibility in deployment models, including on-premise, in the cloud, or hybrid. Multi-location (on one site or multiple sites) is supported for any of these deployment models. These workflow capabilities reflect the platform's breadth, as it can bring applications that might not be cloud-native into the supply chain. The unity and adaptability help teams reduce workflow bottlenecks and risks, and significantly increase the speed at which content moves through the supply chain to market. And beyond automation, the platform allows for business process modeling so that teams can build in decision-making based on specific business rules they set within their workflows.

Analytics: Similarly building on top of workflows, with the single platform in place to administer, automate and monitor a connected supply chain, companies also gain a complete understanding of an asset at every stage along the content life cycle, with a single source of truth along the way. Multi-dimensional analysis of viewing and engagement brings



companies up-to-the-minute data across entire libraries or single videos. Teams can now learn how much time and money it costs to produce and deliver every piece of content. They can also learn when audiences are watching particular videos more or longer than others, and how content is being monetized across distribution windows.

And, with the Arumai-TranStream™ analytics layer, companies can use that information to drive future content investments or licensing partnerships to create more targeted content and meet their goals.

Platform user experience: Finally, the Arumai-TranStream™ also simplifies the user experience for teams and individuals who work with the content supply chain.

The Arumai - TranStream™ also supports content companies looking to solve for specific challenge areas within their content supply chain, via bundled application solutions. These include areas such as:

- ◆ Content Distribution
- ◆ Content Production
- ◆ Digital Video Playout
- ◆ Live

Wherever your business meets content, Arumai-TransStream Pplatform is there.

BENEFITS

The Arumai – TranStream™ platform puts content providers in the best position to win in the video revolution.

- ◆ **Build cost efficiencies:** make systems and budgets go further
- ◆ **Modernize existing workflows:** integrate current systems without replacing them
- ◆ **Make strategic decisions:** use data to understand what’s happening at every stage
- ◆ **Introduce new advancements:** keep pace with new formats, standards and technologies
- ◆ **Reach a global audience:** scale and regionalize content to expand into new markets
- ◆ **Create more engaging content:** attract and maintain valuable audiences



◆ **Optimize video investments: increase profits and adapt for the future**

ARUMAI TECHNOLOGIES, INC.

Arumai is the only leading, independent, pure play OTT products and solutions company in the industry today. Arumai's groundbreaking OTT Video Suite of products and video frame manipulation techniques, proprietary streaming systems and methods 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. Arumai TranStream™ is designed to 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. At Arumai, it is not all about money, products, or patents. It is about values! We value originality and innovation and pour our lives into making the best products on Earth to the delight of our customers. In the end result, values will win, and we hope the whole world listens.

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