New Media Delivery at the Push of a Button - with GV STRATUS

Driven by consumer behavior and enabled by technology, the media landscape is changing. The TV and media industries will experience more in the next five to 10 years than it has in the past 50. The media experience will become more immersive and personal, reaching viewers on any platform, anytime, and anywhere. Ericsson ConsumerLab research predicts that, *by 2020, people with access to a mobile device will use this for 50 percent of their viewing of all media content.*

Media consumption is no longer a scheduled event, delivered through a single distribution channel. Consumers expect their video content, the latest news, sports and other programs, available on a whole host of portable platforms. If you are slower than the competition when publishing your content, you can lose your audience fast.

Hiding Complexity

At Grass Valley, a Belden Brand, we feel strongly that rather than adding a layer of complexity, technology should be an enabler for creativity and efficiency. This is why we provide our users with the ability to make a simple drop-down menu selection via the GV STRATUS user interface, which will then trigger the necessary tasks – *in the background* – to distribute content to selected platforms, simultaneously.

Here is a summary of this process:

- In the GV STRATUS Control Panel, your System Administrator creates a **workflow rule** that specifies where the assets will come from – for example, from the "Final Edits" bin on the K2 storage – and where they will go to – whether that is your website Content Management System, a YouTube channel, or a video-on-demand portal.

- The workflow rule also allows you to specify the target format and resolution for the video essence, either in its **native resolution** or **transcoded**. If it's the latter, GV STRATUS will interface with one of our third-party transcoding partners, such as Harmonic WFS, Telestream Vantage or Elemental Server. In this way the same video essence can be exported in various formats and resolutions to fit to meet the requirements of different mobile devices, such as tablets and smartphones. Depending on the transcode options available, it is possible to automatically add an opener and closer, a logo or a lower third graphic to the video essence during the export process.

- When exporting the video essence, GV STRATUS can also be configured to export a whole set of **metadata** (specific fields can be preset) as an **xml** or **mrss** file. Thumbnails, as selected by the user, can also be part of the export request, as well as closed captioning data. The metadata file can also contain information that triggers specific actions on the Content/Web Management System, such as regional ad insertion.

- For **Social Media publishing**, GV STRATUS interfaces with Anvato and Capella, and again, this is simply invoked via a workflow rule.

BY 2020...

Source: Ericsson, The changing face of TV and media, 2015.

50%
OF ALL CONTENT WILL BE CONSUMED ON-DEMAND

15 BILLION
VIDEO-ENABLED CONNECTED DEVICES

US$750 BILLION
MARKET REVENUE FOR TV & MEDIA

The user experience

Once a workflow rule has been set up all the operator needs to do is….
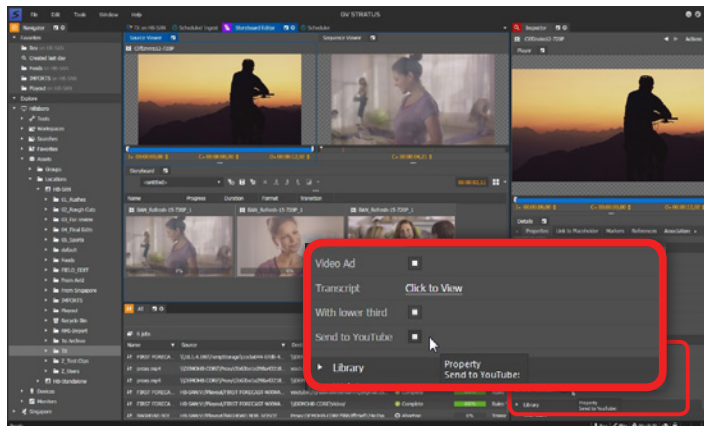**push a button!**

The GV STRATUS operator – perhaps the video editor or the web producer – does not need to be concerned with the complexity of all the parameters required to create the final file, or files.
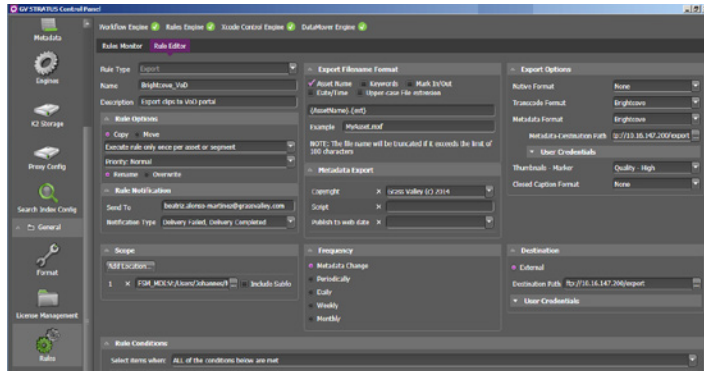
GV STRATUS Control Panel showing workflow rule configuration.
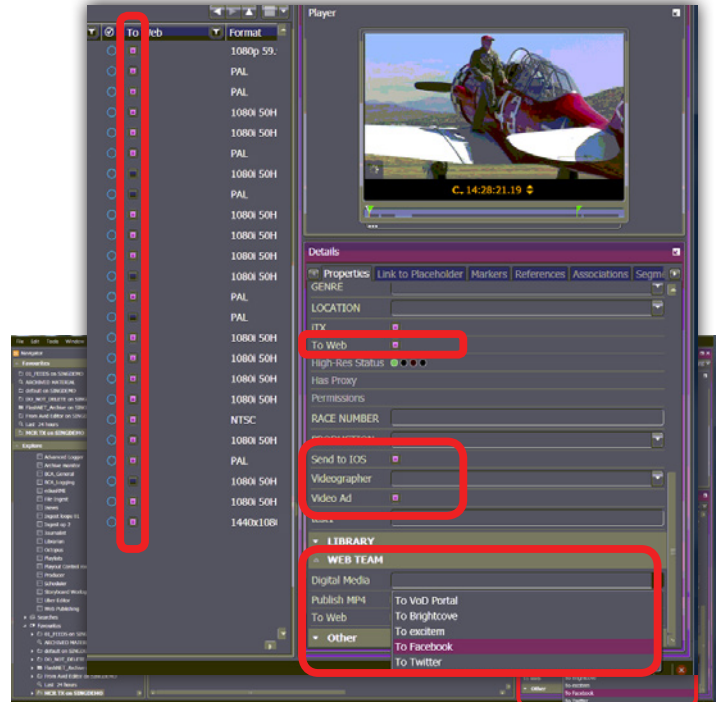
GV STRATUS multiplatform delivery options as tick box, column or drop-down menu.

GV STRATUS interface showing different options for insert triggers for CMS systems.

If the content needs to be prepared or modified before publishing, this can easily be accomplished with GV STRATUS's content management and production tools, such as trimming, metadata logging and nonlinear editing.

Journalists do not even need to be physically present in the production facility to request the delivery of their content to multimedia platforms. They can connect to GV STRATUS from their field laptops in a remote location, and make the relevant selection for web publishing. They will even be able to monitor progress of their requested workflows with the GV STRATUS Job Monitor.

Summary

Journalists are not compression technologists – their goal is to create stories. Your role as a media organization is to get those stories to air as quickly and as accurately as possible, and this task is made significantly more difficult by the need to deliver content to new, mobile destinations. You simply cannot afford to duplicate effort and workflows to feed these new media channels with content.

GV STRATUS can bring order and simplicity to complex scenarios, with a single toolset that can deal with any media and any destination. It does this with a sophisticated workflow rules engine that can automate digital publishing, making complicated tasks completely transparent to the user, and getting news to air faster, wherever the viewer is.

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