



# Migrating to Digital Broadcasting

what it should get you

**Peter Kangere**

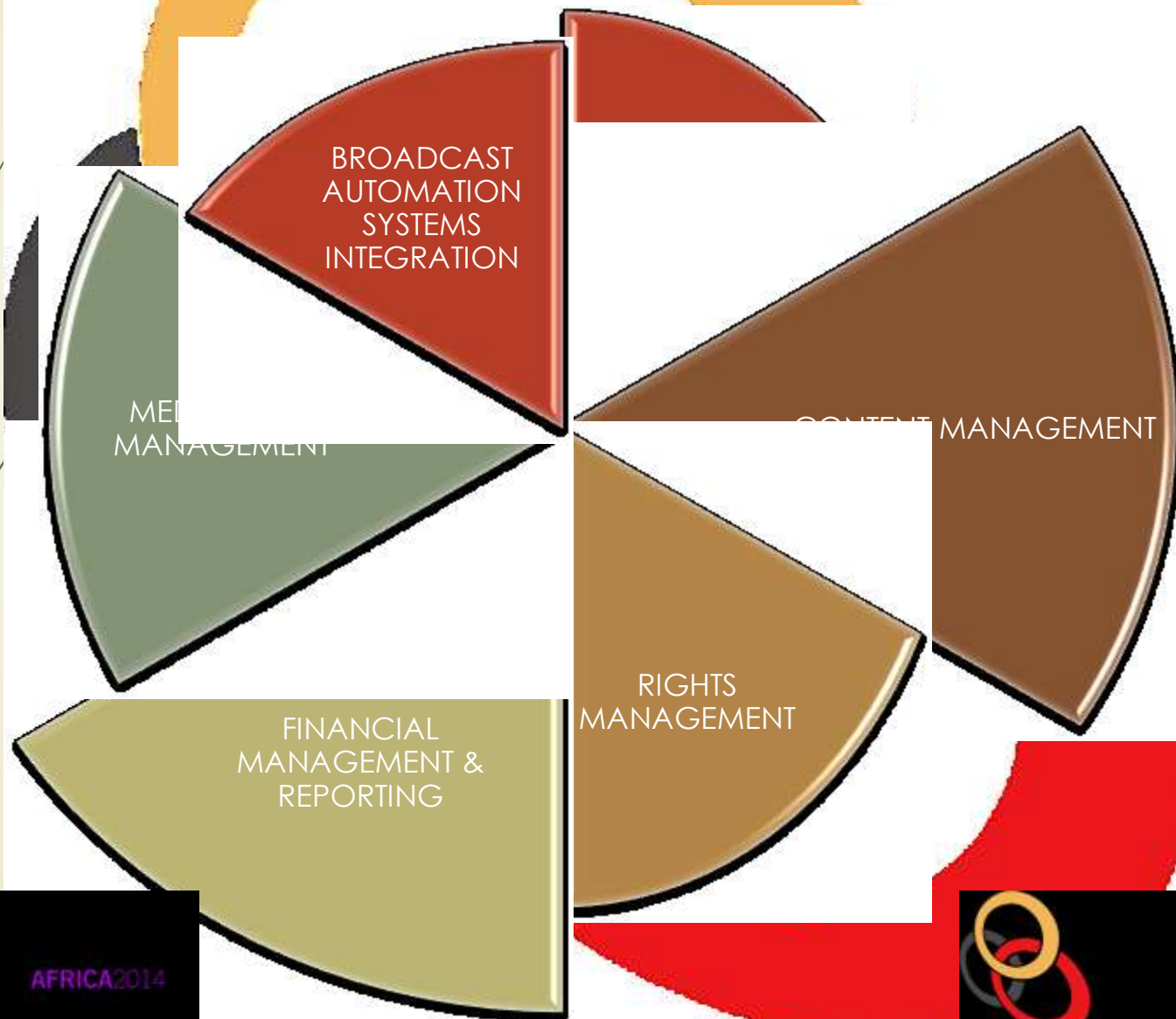
*Eregnak - Founder & CEO*



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# Typical Broadcasting Business Processes

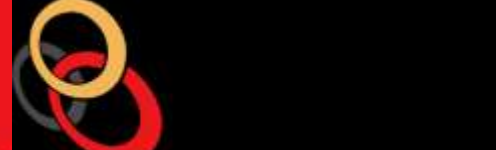


# Program Scheduling

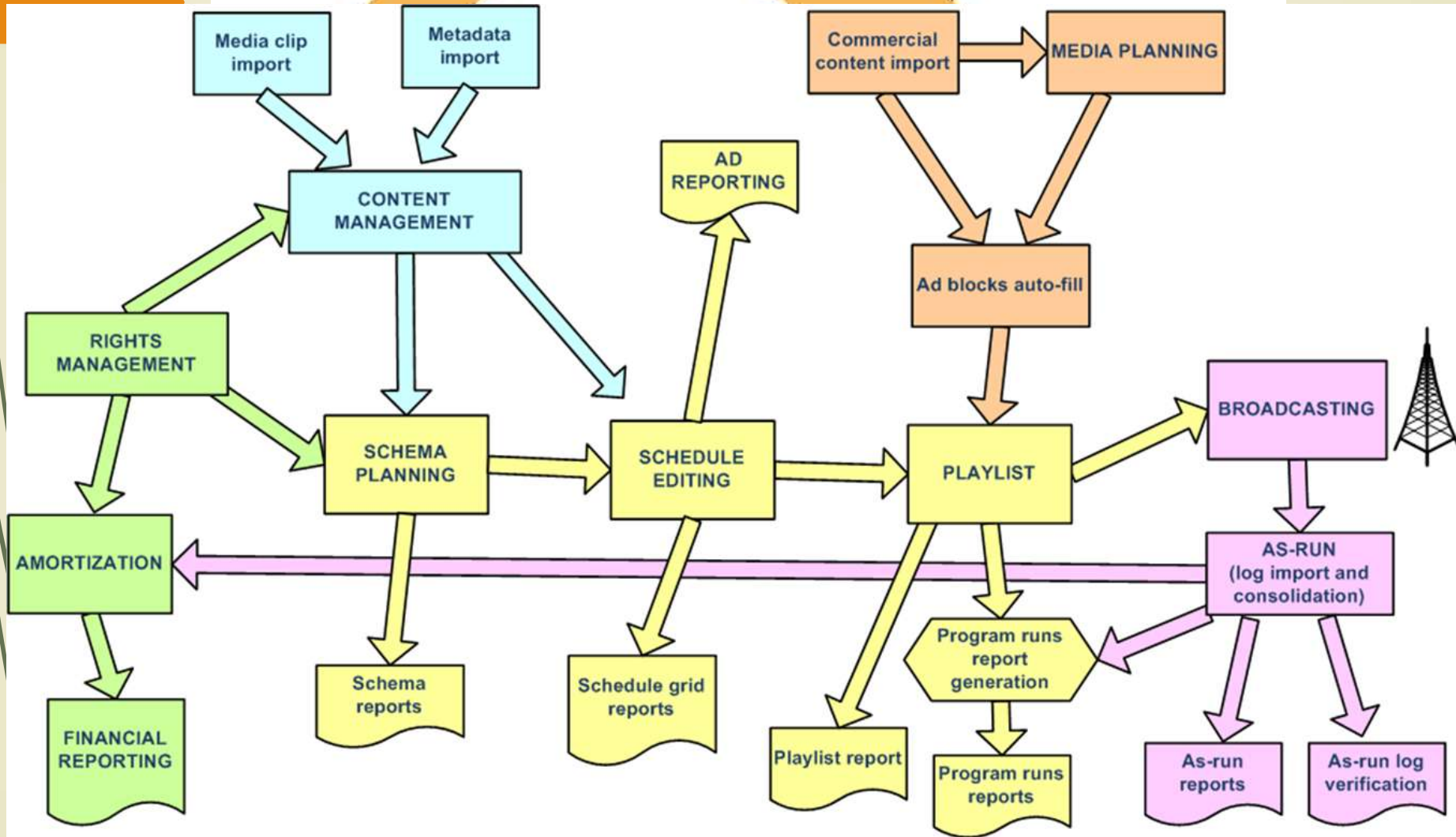
- ✓ Schema planning
- ✓ Schedule editing
- ✓ Frame precise pop-list
- ✓ Simple drag-n-drop editing
- ✓ Hierarchical scheduling
- ✓ Ad and promo workflow
- ✓ Customizable UI
- ✓ Alternative grid variants
- ✓ Integration with content and rights management
- ✓ Secondary events

The screenshot displays a program scheduling interface. The main window shows a grid of programs with columns for time slots and days of the week. The 'Каталог передач' (Program Catalog) window is open, showing a list of programs with columns for 'Название передачи' (Program Name), 'Серии' (Series), and 'Хронометраж' (Duration). The catalog lists programs like 'VideoMusic №1' through 'VideoMusic №6'. A 'Рабочий стол' (Desktop) window is also visible, showing a table with columns for 'Дата' (Date), 'Время' (Time), and 'Хронометраж' (Duration).

Время	12.05.2006 (пятница)	13.05.2006 (суббота)	14.05.2006 (воскресенье)	15.05.2006 (понедельник)	16.05.2006 (вторник)	17.05.2006 (среда)
07:00:00.00	Шапка канала (00:00:11.00)	Шапка канала1 (00:00:11.00)	Шапка			
07:00:11.00	"Наука во дворе", (00:24:58.15)	"Наука во дворе", (00:24:58.15)	"Наука во дворе", (00:24:58.15)			
07:25:07.00						
07:25:09.15	Н	07:26:28.00	Наверх	Вниз	1:18.10	
07:26:28.00	(Нач.)					
07:26:32.00	"Новости высоких технологий" (0	"Новости высоких технологий" (0	"Новости высоких технологий" (0			
07:30:28.00	(Нач.)	"Новости высоких технологий" (0	"Новости высоких технологий" (0			
07:32:28.00	Региональный (Оконч.)	Региональный рекламный блок №1 (00:0	Региональный рекламный блок №1 (00:02:13.00)			
07:32:32.00	Региональный рекламный блок №1 (00:0	Региональный рекламный блок №1 (00:02:13.00)	Региональный рекламный блок №1 (00:02:13.00)			
07:32:41.00	00:02:00.00	00:02:00.00	00:02:13.00			
07:34:41.00	(Нач.)	(Нач.)	(Нач.)			
07:34:45.00	"Неопознанные живые объекты", (00:22:07.00)	"Неопознанные живые объекты", (00:22:07.00)	"Неопознанные живые объекты", (00:22:07.00)			
07:46:11.17	(Оконч.)	(Оконч.)	(Оконч.)			
07:50:16.16	"Неопознанные живые объекты", (00:	"Неопознанные живые объекты", (00:	"Неопознанные живые объекты", (00:			
07:56:48.00				00:01:00.00		
07:57:48.00				Реклама (местное вещание) (00:0		
08:00:00.00				"Новости высоких технологий", (00		
08:13:00.00				00:01:00.00		
08:14:00.00				Реклама (00:02:13.00)		
08:16:13.00				Региональный рекламный блок №2 (		
08:17:18.00				"Новости высоких технологий" (00:06:00.00)		
08:23:18.00				Прогноз погоды. (00:03:00.00)		
08:26:18.00				Региональный блок (погода) №3 (00:04:00.00)		
08:30:18.00	(Нач.) "Линия авто - 3", (00:	(Нач.) "Линия авто - 3", (00:	(Нач.) "Линия авто - 3", (00:	(Нач.) "Линия авто - 3", (00:	(Нач.) "Линия авто - 3", (00:	(Нач.) "Линия авто - 3", (00:
08:40:43.18	(Прод.) "Линия авто - 3", (00:	(Прод.) "Линия авто - 3", (00:	(Прод.) "Линия авто - 3", (00:	(Прод.) "Линия авто - 3", (00:	(Прод.) "Линия авто - 3", (00:	(Прод.) "Линия авто - 3", (00:
08:42:25.06	(00:22:59.08)	(00:22:59.08)	(00:22:59.08)	(00:22:59.08)	(00:22:59.08)	(00:22:59.08)
08:53:17.08	(Оконч.)	(Оконч.)	(Оконч.)	(Оконч.)	(Оконч.)	(Оконч.)
				Открытый объем	Открытый объем	Открытый объем



# Program Scheduling Workflow



# Content Management

- ✓ Centralized metadata storage for content assets
- ✓ Content classification and description
- ✓ Hierarchical structure of content inventory
- ✓ Full-text searching, querying and reporting
- ✓ Media playback in hi-res and preview quality
- ✓ Change history
- ✓ Media segmentation
- ✓ Program versioning
- ✓ Used music and materials tracking



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# Rights Management

- Rights acquisition contracts, license pricing, payment schedules, invoice tracking
- License period, number of runs, restrictions, bonus runs
- Own production
- Delivery tracking
- Adaptation fees
- Multi-lingual
- Multi-currency
- Multi-channel

Rights management

Purchase rights | Own production | Extras. costs | Records of transfer of rights

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Contractant	Payer	Document Number	Document Date	Document Status	Total cost	Total cost with VAT	Paid
«Уолт Дисней Компа...	ZAO 2x2	O-RU-006109-F	15.08.2008	Подписан	\$18 000,00	\$21 240,00	0%
"Синемоушн Групп" Э...	ZAO 2x2	63-ПП/2008	11.12.2008	Подписан	2 441 478,75р	2 880 944,93р	100%
9 Story Enterprises Inc	2 Channel						
Aardman	2 Channel						
Aardman	ZAO 2x2						
Aardman	ZAO 2x2						
AB	2 Channel						
AB	2 Channel						
B.R.B. Intemacional S.A.	2 Channel						
B.R.B. Intemacional S.A.	ZAO 2x2						
BBC	2 Channel						
BBC	2 Channel						
BBC	ZAO 2x2						
Bejuba Entertainment	2 Channel						
C4I Distribution Lim							
C4I Distribution Lim							
Cake Distribution							
Camere Group D.A.							
CCI Releasing Inc.							
CCI Releasing Inc.							

Contract

ID: 614 | Contragent: Aardman | Payer: ZAO 2x2

Content | Payments

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Code law	Ep. ID	Name	Num Ep.	Duration	Excl.	Rights start	Rights end
68983	20896	Shaun the Shee...	1	0:07:01	<input checked="" type="checkbox"/>	01.12.2009	30.11.2010
68984	20897	Shaun the Shee...	2	0:07:01	<input checked="" type="checkbox"/>	01.12.2009	30.11.2010
68985	20898	Shaun the Shee...	3	0:07:01	<input checked="" type="checkbox"/>	01.12.2009	30.11.2010

Content properties

Name: Shaun the Sheep - Series 2 40X7 N#8 | Episode: 8

Original title: Shaun the Sheep - Series 2 40X7 | Category: Кинопоказ (12)

ID: 6116211 | Duration: 00:07:01.00 | Episode ID: ...

Medium | Medium description | Airs | Descripti...



# Financial Management

- Financial management of rights acquisition and own production contracts
- License pricing, payment schedules, invoice tracking
- Shipping materials tracking
- Multiple license asset valuation
- Multiple amortization models
- Aggregate (cost of day) and detailed reports
- Data export and import to accounting/ERP
- Multi-currency



# Media Asset Management

- Supports both tape and digital media workflow
- Works with all types of media content
- Media import and ingest (via 3<sup>rd</sup> party modules)
- Media storage and conversion to configurable media formats (profiles)
- Configurable media export
- Media versions (source, broadcast, low-res)
- Multiple audio- and subtitles tracks
- Configurable encoding tools (Carbon, ffmpeg etc.)
- Audio processing (mixing, normalization etc.)
- Storage volumes management



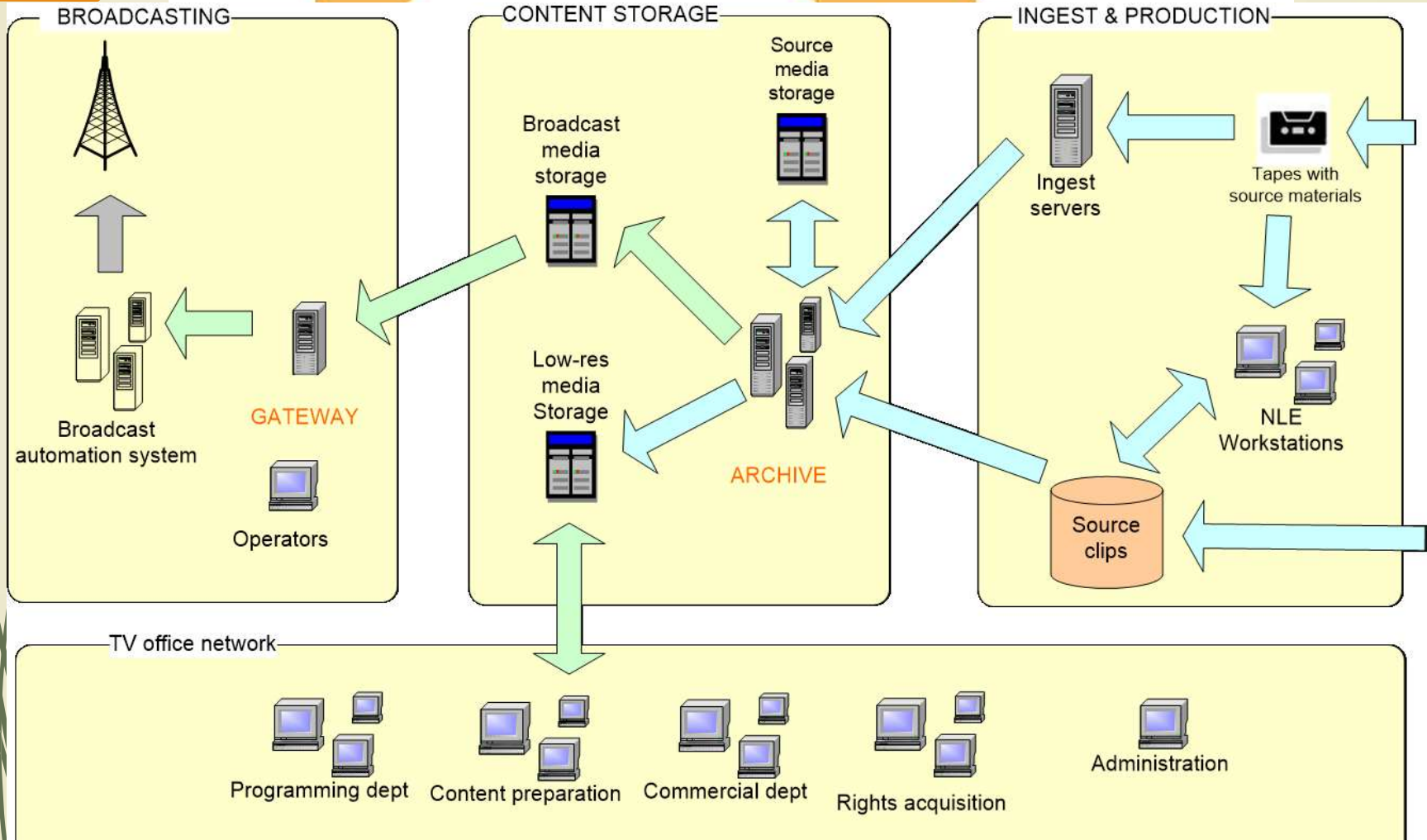


# Broadcast systems integration

- Integration with video servers, broadcast automation systems, MAM systems
- Automatic play-list generation
- Automated content delivery to automation system
  - Based on schedule content
  - Multiple sources and destinations
  - Speed-limiting (to avoid network congestion)
  - Content registration on automation system
- Automated content removal
- As-run logs auto-import and consolidation



# MAM and Integration Workflow



# Administration

- Number of channels, schedules, content items etc.
- Number of users
- User rights management
- Logging of all user activity
- Logged-in users view
- Internal messaging facility





# Thank you

Migration is an opportunity to implement best practices  
,change management and create/reinforce niche in the  
sector



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