

SeaChange® AssetFlow™

Workflow Management System

SeaChange’s AssetFlow Workflow Management System alleviates the resource-intensive overhead and automates the workflow of an operator’s asset management system. It provides a GUIbased workflow interface developed specifically to deliver to operators the ability to manage, monetize, and deliver content to their subscriber base while reducing operational costs.

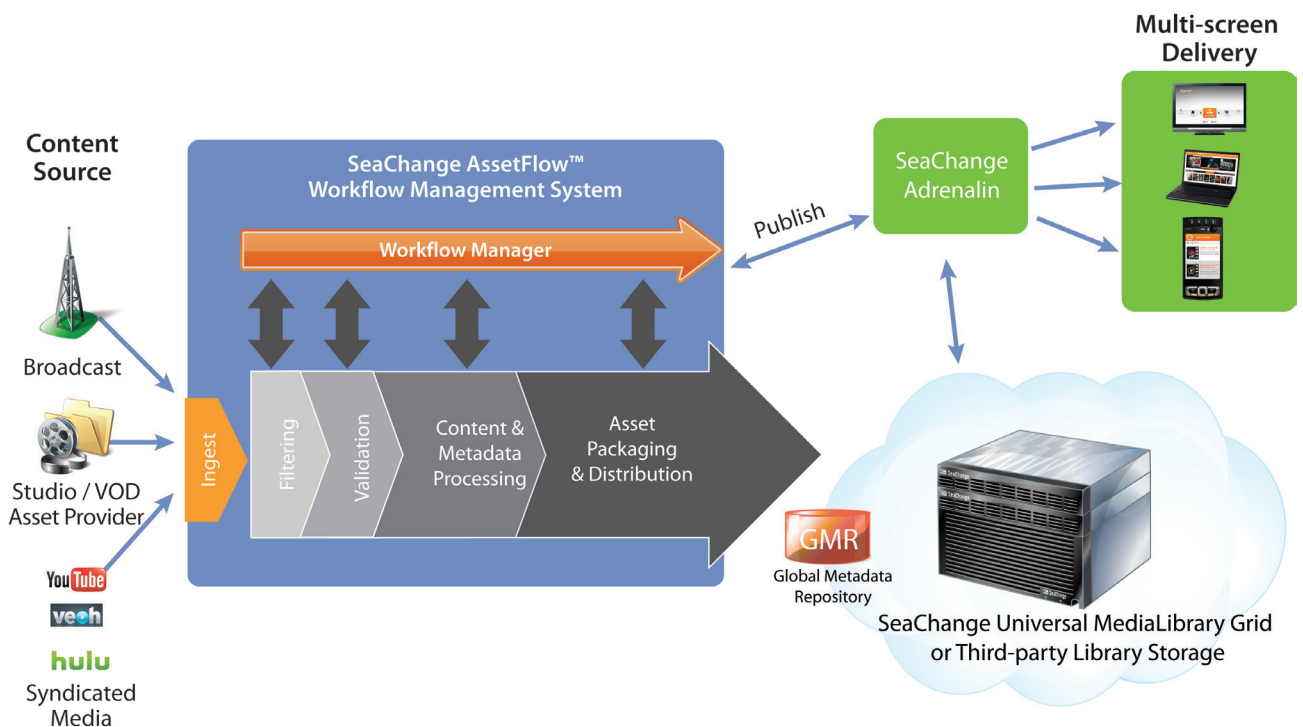
It is mainly responsible for the:

- Complete lifecycle and workflow management of all on-demand assets
- Managing and coordination of content pre-processing (transcoding, QA, trick file generation, DRM, etc.)
- Performing metadata and content normalization and localization
- Performing asset status monitoring, quality assurance and reporting
- Storage and distribution of assets and metadata

AssetFlow is comprised of several components working together to deliver operators the highest availability of asset and system reporting.

The **Workflow Manager** is the workflow engine that allows AssetFlow to manage each processing task. This component is responsible for interacting with each processing task to manage the complete end-to-end asset lifecycle from ingest to distribution in a format that is ready to be played out on any screen. It is also responsible for detailed reporting, monitoring, logging, auditing, and advanced notification of when events may go wrong.

The **Filter and Validation** component is responsible for performing the initial QA of the asset as it is ingested into the system. Based on business rules and workflow templates, the asset content and metadata is verified to comply with the system parameters. Deviations from the defined business rules are quickly acted upon,



corrected, and re-qualified to ensure end-to-end system consistency.

The **Content and Metadata Processor** is responsible for modifying the metadata based on user-defined rules. It performs normalization and localization of data where any field can be changed to be more targeted to regional site requirements—price, folder structure, availability or any site-specific rules. New site specific metadata may also be added such as trickfile enablement or content provider business rules. During this process, the system may embed security into the asset by inserting digital fingerprints, watermarks, or other DRM protection scheme implemented by the operator.

The **Asset Packaging and Distribution** function customizes each asset and metadata to meet destination site requirements based on business rules. Over one hundred variations of each asset ingested into the system can be prepared, packaged-up and distributed

via ADI (Asset Distribution Interface) standards or other distribution method. The system has the capability to support “delivery by” date by manipulating priority of delivery queues and transmission speeds. The system supports both unicast and multi-cast delivery of content to library or edge cache servers making it extremely flexible for smaller deployments or scaling up the largest CDN (Content Delivery Network) deployments.

The **Global Metadata Repository (GMR)** stores all of the asset metadata for all of the assets managed along with all of the current status information. For each asset being processed, the GMR is responsible for:

- Tracking what stage of the processing the asset is in
- Storing the multiple variants of the content
- Tracking of nodes to which the asset has been distributed
- Knowing what nodes are ready to stream and location of assets in the content delivery network

Financial Benefits

- Reduces OPEX by automating workflows and processes
- Leverages existing systems/investments through an open architecture
- Scalability allows for future expansion in both volumes and additional exploitation opportunities
- Complete end-to-end solution reduces integration, operational, and support costs
- Multi-screen delivery – integrated with SeaChange's Global Metadata Repository allows leveraging of metadata for revenue applications such as recommendation and search engines, navigation, offer management, and advertising

Operational Benefits

- Intuitive workflow GUI minimizes staff learning curve
- Reduce errors through automation of tasks
- Fully redundant to provide 99.999% system availability
- Centralized monitoring and reporting allows quick resolution of issues
- Centralized management ensures consistency, reduces errors, and delivers greater visibility into entire workflow process
- Centralized system capable of delivering video to TV, PC, and mobile devices

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