
# Use cases for Professional Media Production on the Web: The Power of an NoCode iPaaS for Media

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# Current Workflows Paradigm

Point to point Integrations

- Each system needs to ‘know’ the API of the other
- One change in one system affects all the others integrated
- Difficult to Maintain and Evolve

Adding Non-Business steps in the Workflows

- Explicit Media Movements
- Metadata Transformations

# The Media Integration Platform: NoCode iPaaS for Media

## Integration Platforms in the IT world

- Integrates Applications in a single framework
- Focus on Control/Metadata
- Many players
- Used as a Service: iPaaS
- For many years in the market

## What's Missing?

- Media Management Capabilities
- Multisite, Multi-Cloud


Source: Gartner (Sept-2021)

# Business-Oriented Use Cases

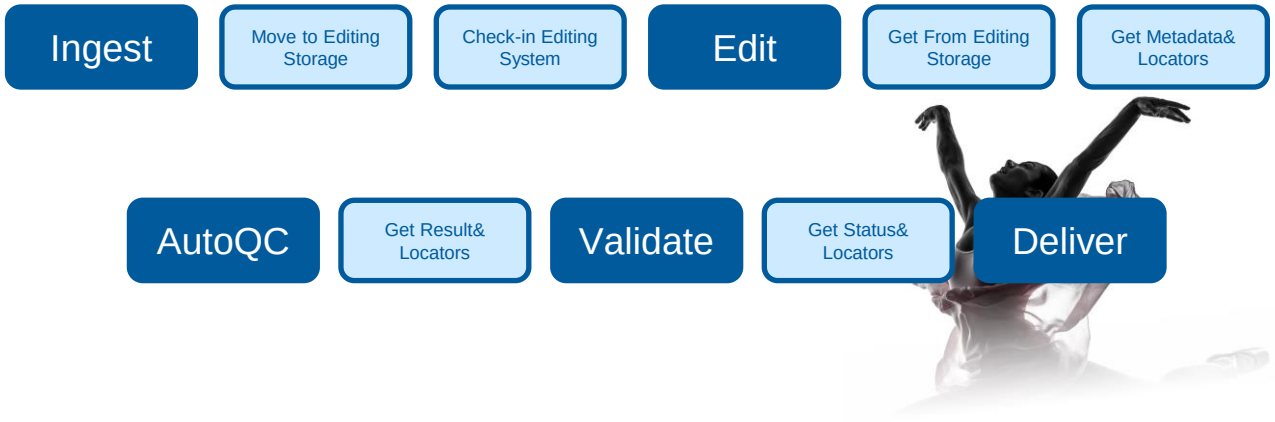
A new Paradigm:

A simple, more intuitive way of designing the Content Supply Chain

Focus on the Business

Easy to Design: Quick Time to Market

Easy to Evolve: Future Proof



# The Need of Standardization

Data model. All systems speak the same language

- Editorial. E.g. EBU Core. Tech 3293
- Camera Metadata. ACES - SMPTE ST 2065

APIs. All the systems present the same methods

Web Browsers.

- Interoperability
- Advanced Features for Media: Support for Professional media technologies

# The Media Integration Platform

NoCode iPaaS for Media

## Value Proposition

Applications are integrated with the Platform: One to many similar (traffic, QC, …)

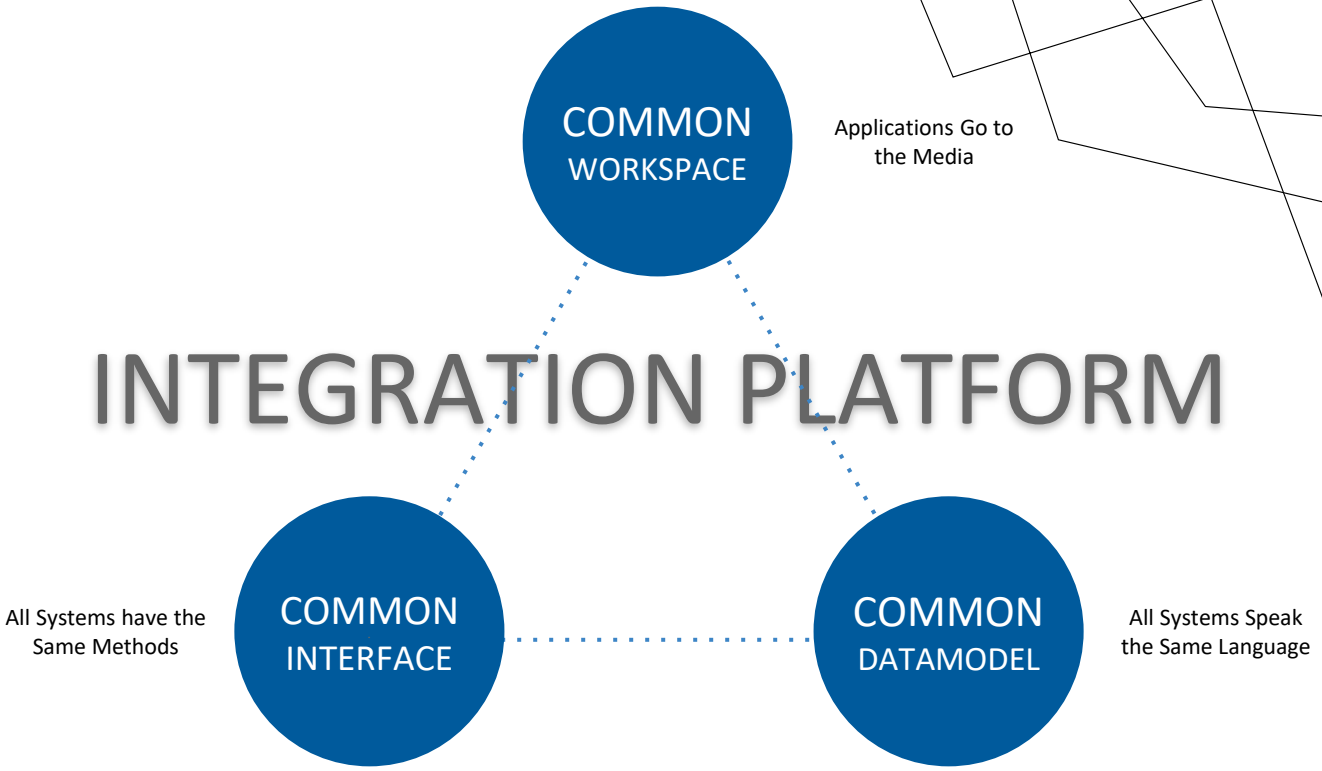
Self-Sufficiency and Flexibility

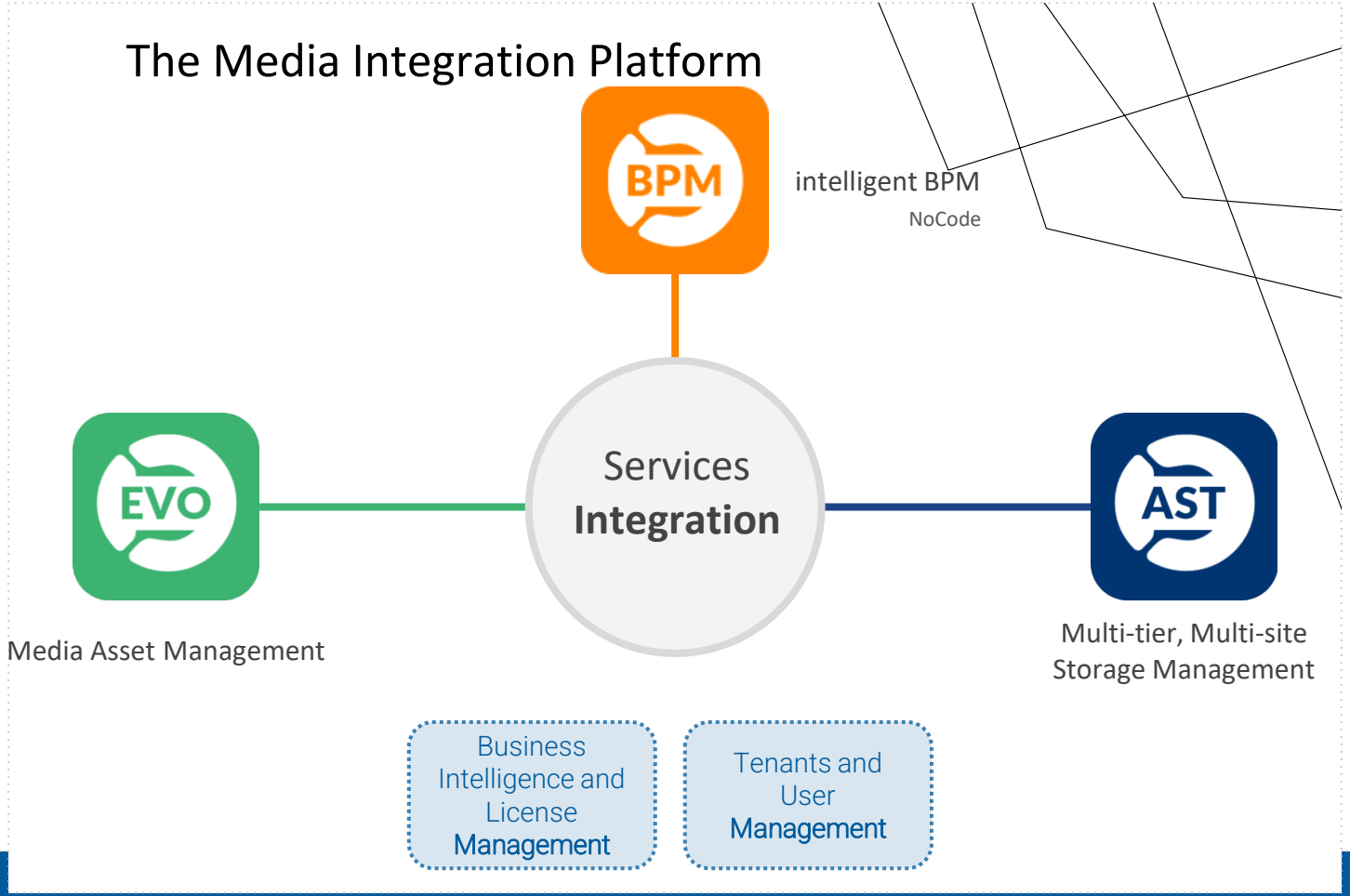
No Vendor Lock-In

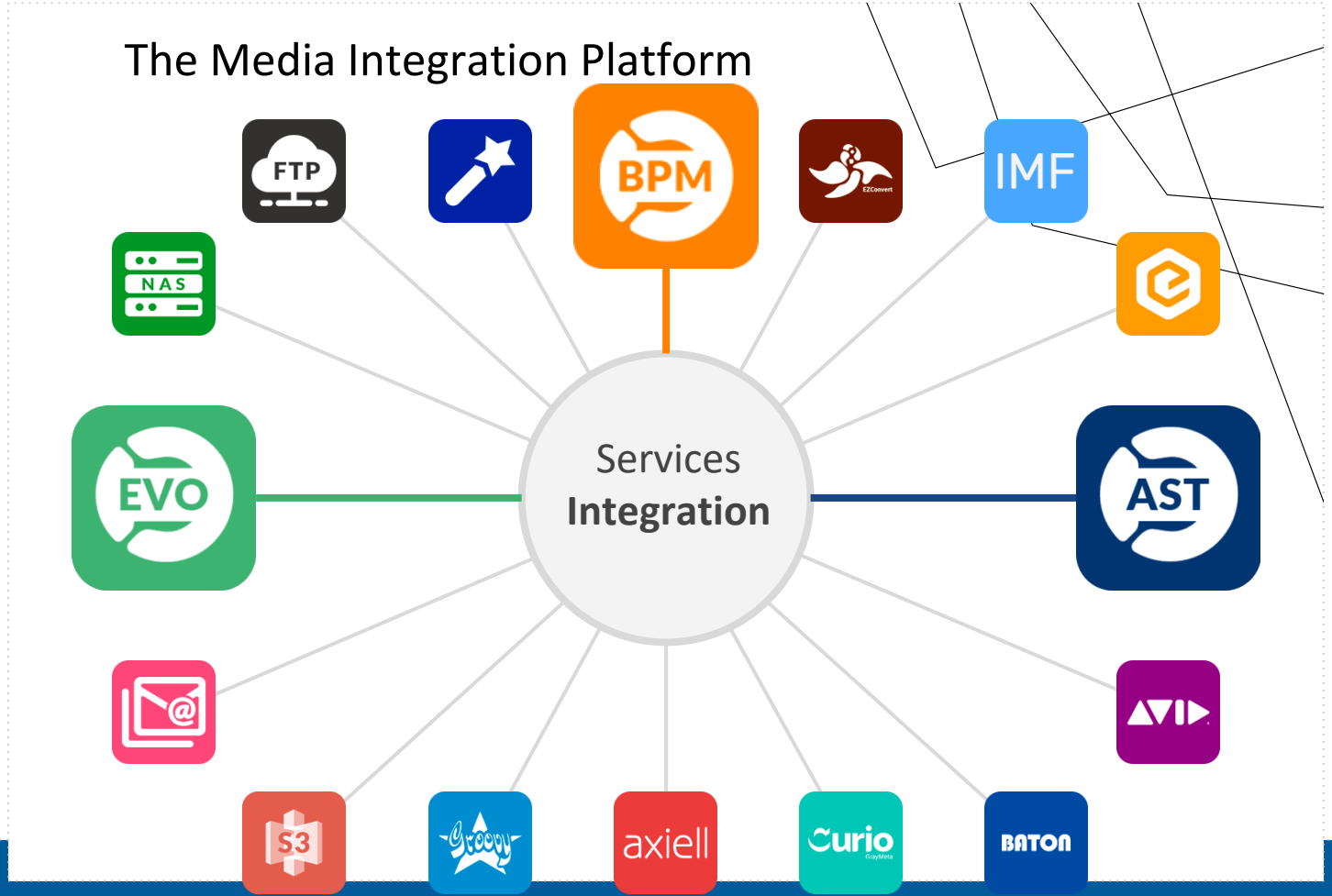
Legacy MAMs can be integrated: Smooth transition

Easy to Implement Workflows: NoCode

# The Media Integration Platform




The Media Integration Platform
BPM
intelligent BPM
NoCode
EVO
Services
Integration
AST
Media Asset Management
Multi-tier, Multi-site
Storage Management
Business
Intelligence and
License
Management
Tenants and
User
Management


The Media Integration Platform
FTP
BPM
IMF
NAS
EVO
Services
Integration
AST
S3
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Curio
BATON

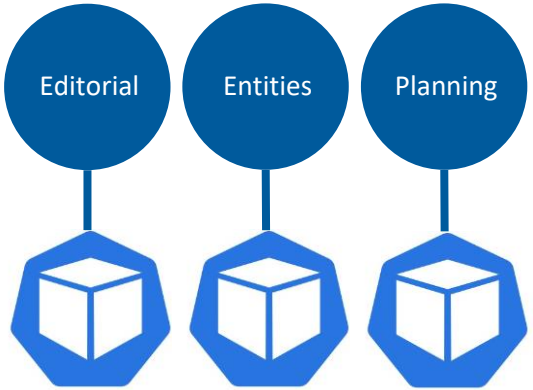
# Datamodel Standardization

**EBU Core.** Adopt a Common Datamodel for Editorial Metadata and other related Objects: Editorial, Distribution, Entities, Planning, etc.

Each integration plugin will be mapping the specific metadata into the EBU Core Datamodel

It includes relationships, timeline, etc.

Micro-Services Oriented



# Datamodel Standardization

**ACES - SMPTE ST 2065[1].** Adopt a Common Datamodel for camera metadata that might be needed in the workflows.

More suitable than EBU Core as it's supported for many brands and there are some consistent workflows

Also organized in objects [2]:

Camera: Capture Rate, Camera Make, Body, …

Lens: Aperture, Focus, Focal Length

Recorder: Firmware version, Make, model, Serial Number…

[1]: https://ieeexplore.ieee.org/document/7290441
[2]: ONTOLOGY FOR MEDIA CREATION. PART 3: ASSETS. ANNEX A: CAMERA METADATA. VERSION 1.0

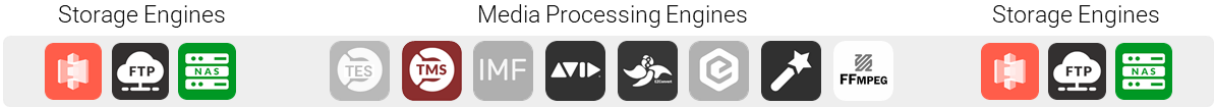
# API Standardization

All the systems present the same API

**One to many Similar**

Each System Class offers the same methods:

- Storage: Send to, Get from
- Transcoder: Transcode, Rewrap, …
- AutoQC: Quality Control, Content Corrector
- AI: Analyze

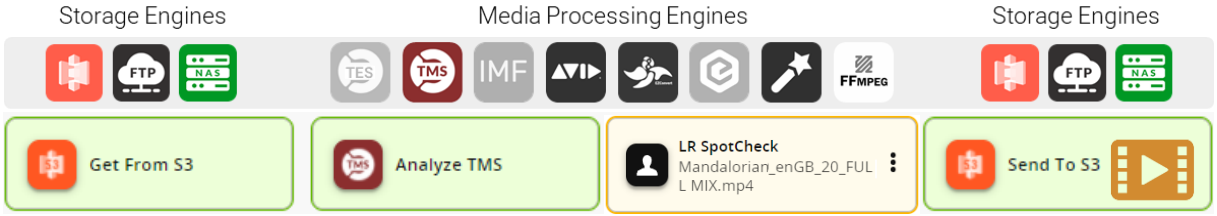


# Use Cases

## Simple Delivery in the Cloud

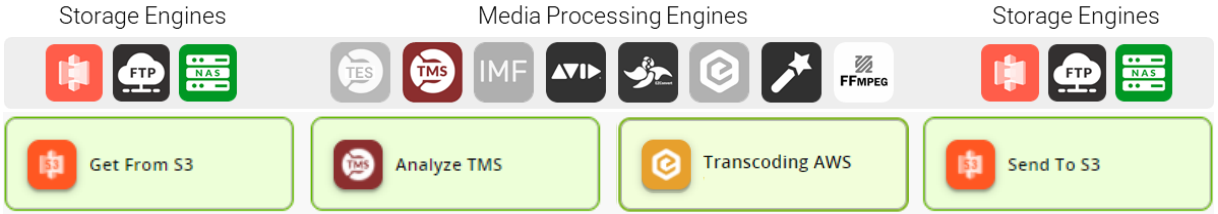
# Use Cases

## Localization



# Use Cases

## Swappable Components



# NoCode iPaaS for Media