



# France Télévisions Interactive

– Managing video and broadcast content on multiple channels

France Télévisions Interactive (FTVI) is responsible for producing and editing the web sites for all the channels of the France Télévisions group. Along with editorial content, FTVI publishes over 200 on-line videos daily taken from programs on France 2 and France 3 (national and local newscasts, reporting, short subjects, etc.).



## The project

- Overhaul the multimedia editing platform by introducing a video program management module.
- Optimize video content searches for journalists and Web site contributors.
- Reduce streaming video hosting costs by automatically managing inventories on Akamai streaming servers and storage servers.
- Build archives accessible to all France 2 and France 3 teams for creating new content.
- Manage the automatic distribution of video to multiple channels for Web surfers to access content via any type of connection or media player.

## The Manreo solution

- Advanced multi-criteria searches.
- Management of video migration from Akamai streaming and storage servers when ordered by a journalist or a contributor.
- Automatic indexing of various formats for a given video (Real Media, Windows Media) to enable access for all Web surfers, whatever their connection type.
- Manreo Café automated encoding platform automatically declares France 2 and France 3 programs in the Hypercast Warehouse management database.

## Advantages

- Simple, powerful tool for searching video content.
- Finds video content and organizes transfer of videos between streaming, storage, and archive servers.
- Empowers journalists to overcome the difficulties and challenges of managing audiovisual content so they can focus on their editorial activities.
- Gives Web surfers a broad choice of formats and playback speeds via the management of video content media.

### Software used in the Manreo range





## Benefits

- Quickly and effectively publishes over 200 videos online each day on the www.france2.fr and www.france3.fr sites.
- Simplifies work for journalists by helping them quickly locate video content.
- Frees technicians from all video processing chores (capture, encoding, broadcast, etc.).
- Reduces costs by storing on streaming servers only those videos available over the Internet (the cost of renting one GB on a streaming server is four times higher than on a storage server).
- Optimizes the overall process of managing, publishing, and archiving video content to create new video content distribution services.

## The next step

France Télévisions Interactive and NETIA are already at work on phase two of the video program management project: more powerful indexing of video content concerning semantics, rights, etc. in order to offer new services to Web surfers over new distribution channels.

