



Télégenève

Télégenève tests live, and on demand, television over an IP network using their own fibre optic network. This latest generation network provides very high speed access, 20 times faster than general public ADSL (512 KBPS), or 10 MBPS. Carrying text, voice, sound, and images: music files in both Wav and MP3 formats, telephony, all types of video formats, as well as high-definition TV.



The project

- Set up a pilot project for live, and on demand, TV over IP with custom services.
- Re-use video productions already available over the Internet.
- Provide a single content production system for all distribution channels (web, TV IP).
- Import, digitise, extract and index video content produced, whether on analogue or digital media.
- Implement a complete solution for ingesting, managing, and publishing video content.

The Manreo solution from NETIA

- **Hypercast Editor** captures produced video content, analogue and digital, encodes it, adds metadata if required, and indexes it in the database.
- In parallel to capture process **Hypercast Editor** runs an EVS encoder to produce video files in MPEG2 TS.
- **Hypercast Warehouse** manages software to manage and index video content and media, and create declarations in a custom XML format specific to the broadcast platform (Thalès).
- **Hypercast Warehouse** manages the correspondence between the indexing metadata and the video files required to present the service to subscribers.

Advantages

- A single capture and indexing method for creating video on demand services for both the web and TV over IP.
- Automatically control an external encoder and manage time codes to produce an MPEG 2 TS file.
- Automatically match indexing metadata and video files.
- Automatically make XML declarations of indexing metadata to feed the TV portal for presenting video on demand services.

Benefits

- Facilitate the creation of Video on Demand services other than for films: News, Sports, Entertainment, etc.
- Improve the productivity of suppliers of video on demand services.
- Create services at minimal cost by reusing existing content.
- Offer these Video on Demand services on multiple platforms: Web, TV IP, mobility, etc.

The next step

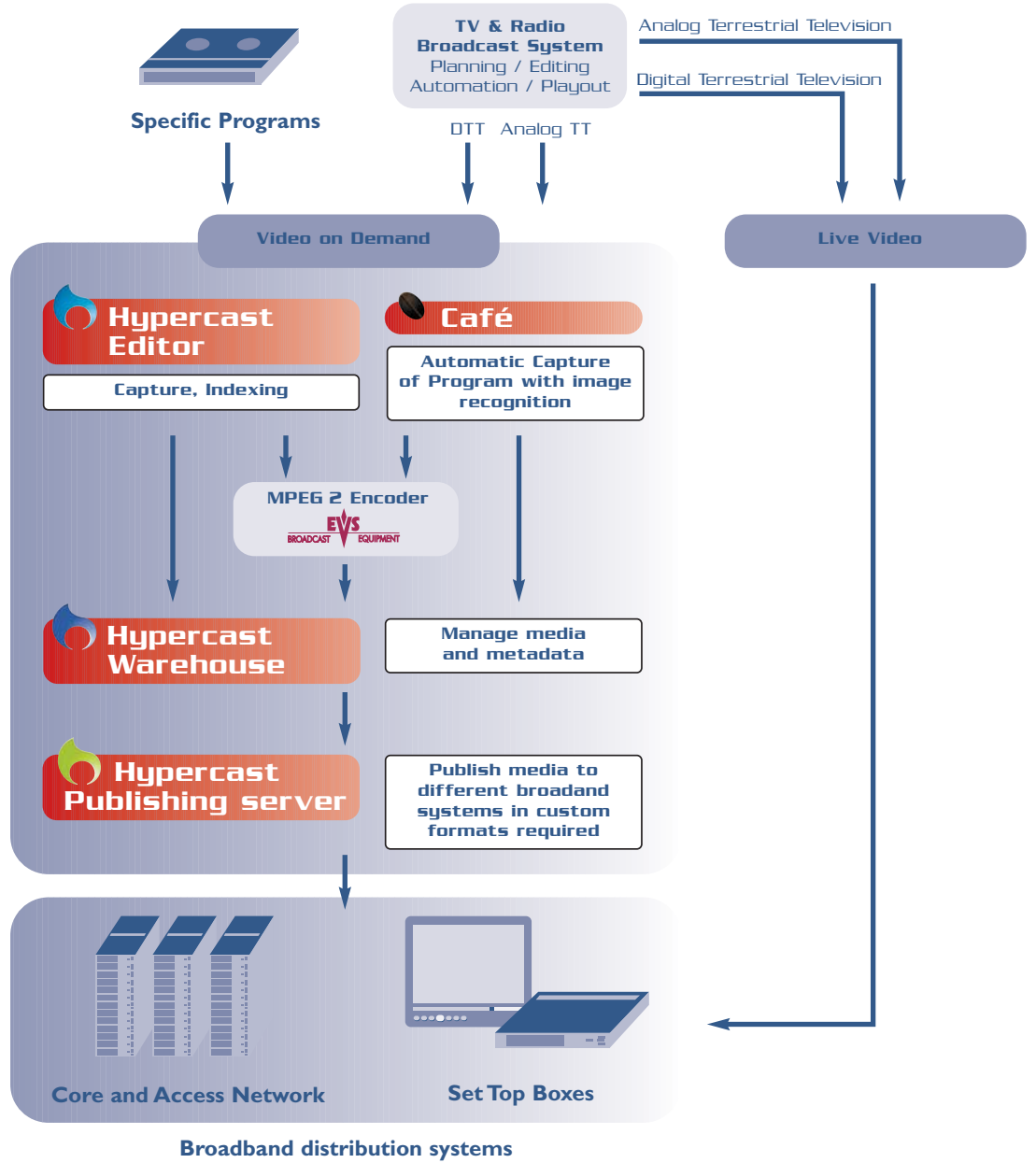
The Télégenève pilot program is set up for 3 months with a panel of 1,000 web users and 100 web and TV IP users. Based on market research among pilot program users and the results of various statistics concerning the method for viewing video on demand content, Télégenève will decide whether or not to launch this service on a broader scale.

Manreo products used:





VIDEO TO BROADBAND



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