

CONTENT MANAGEMENT AND MULTICASTING OVER NEW MEDIA

(VIDEO ON DEMAND VIA SET TOP BOX, MOBILE PHONES, INTERNET ETC).



M6 Web



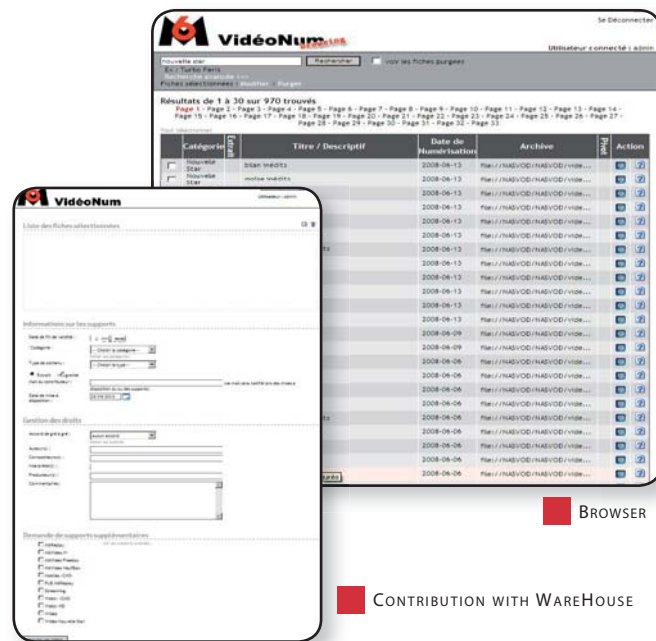
M6 Web, a subsidiary of the M6 Group, specialises in, and covers, all types of New Media. From broadcasting content specific to mobile phones to providing Video On Demand through m6video.fr.

The Project

- To provide M6 Web with a single application to manage publication and broadcast channels for New Media (set top box, mobile phone, Internet).
- To manage the entire workflow from ingest, to multiplatform publishing, to broadcast.
- To provide rapid search, display and subject selection.
- To provide monitoring of each item from ingest, to multiplatform publishing, to broadcast.

Manreo Solution

- NETIA Video Recorder pilots the VTR, the DVD player and automatically digitises each new video.
- The digitised content is then sent to NETIA **Hypercast Warehouse** for indexation and storage.
- For greater unity of the database all digitised videos, no matter their source, are stored in a common format.
- Full details of each video can be entered including metadata.
- Publication to chosen platform: select basket containing one or more videos and select playout channel.
- For certain channels videos are automatically encrypted prior to publication and broadcast.



BROWSER

CONTRIBUTION WITH WAREHOUSE

Software used in the Manreo range

- Video Recorder
- Hypercast Warehouse
- Hypercast Encoding Service

Product Benefits

- A single application manages the entire workflow for all publication and broadcast channels.
- Entirely scalable it can be easily adapted for new channels. The workflow is optimised by the high level of automation.
- **Hypercast Warehouse** provides a rapid search and display.
- Monitoring provides information on the status of publication.
- For any video of any publication channel M6 Web knows which video is currently being encoded, currently being published or already published.
- Complete customisation of GUI to meet M6 requirements.

Productivity Benefits

- Efficiency and rapidity in making continually renewed content available online.
- Time saved and increased productivity.