

Talk 3

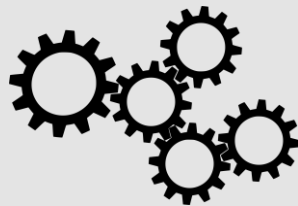
The OTT Chain

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Video Production Solution – key features



1) Unique **WORKFLOW**
for **PRODUCTION** of
online video contents



2) Unique infrastructure
of **ENCODING** &
ENCRYPTION of contents

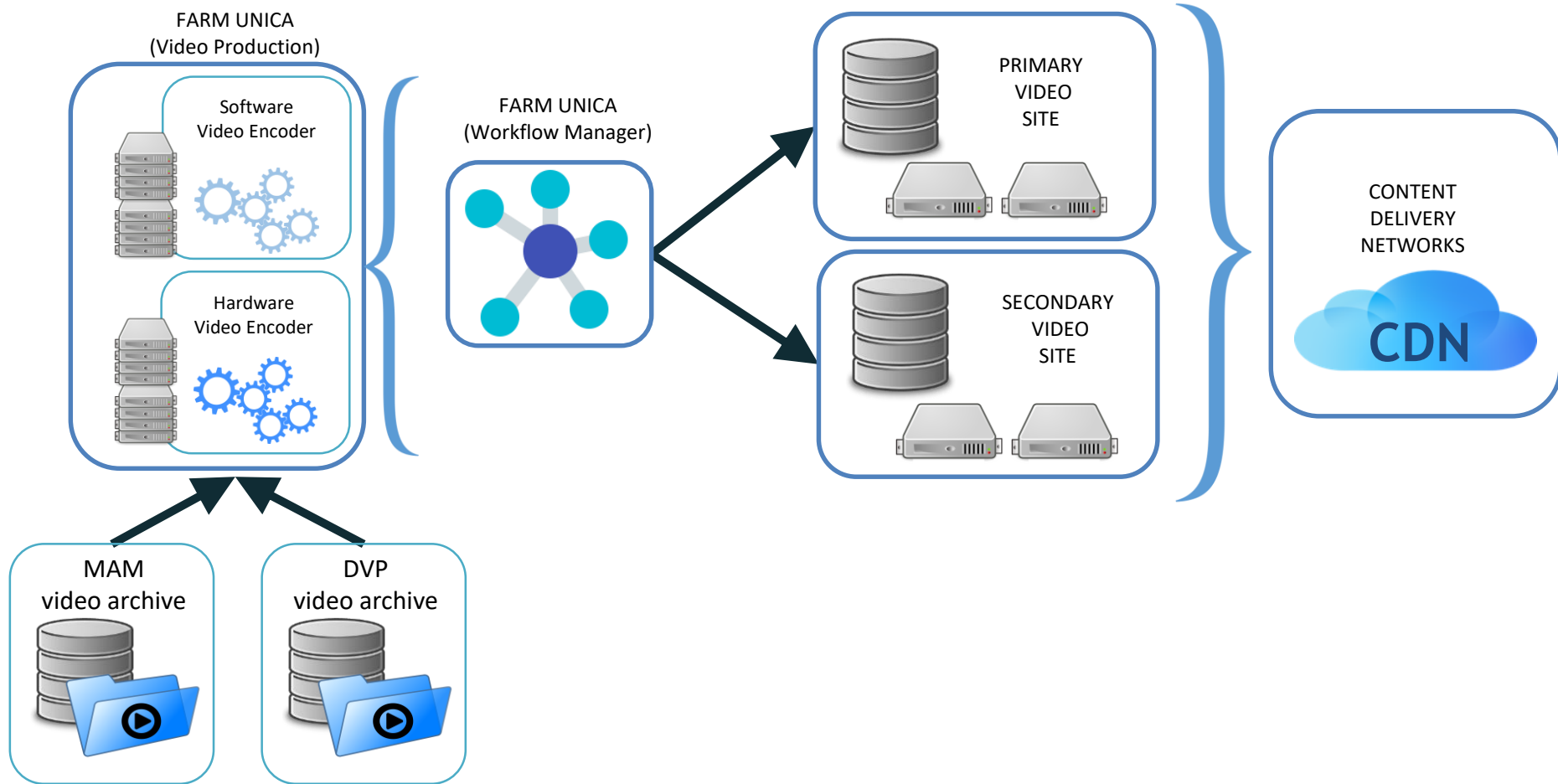


3) Unique **STORAGE**
for all contents



4) Multi CDN
distribution
infrastructure

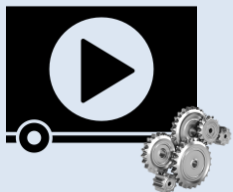
Video Production Solution – Multidelivery capabilities





1) Single
PRODUCTION
workflow for
each BU

- “Edit once / publish many” (i.e. for different services/business)
- Optimization of the encoding production time



2) Single
**ENCODING &
ENCRYPTION**
infrastructure

- Significant publishing time reduction thanks to Rapid Cut encoded contents (News, Sports, Live Production)



3) Single
STORAGE for all
contents

- Active-active architecture (currently 500TB storage capacity)
- Geographically redundancy architecture (Caldera, Segrate)



4) Multi **CDN**
streaming
capability

- Adaptive quality video (13 video formats)
- New DRM and Encryption capabilities could be added without assets reencoding thanks to just-in-time packaging/encryption