

Content Management

At WRN Broadcast we design content management solutions. Whether you are looking for a simple transcode or have a fully automated storage and file delivery work flow requirement, WRN Broadcast can help.

We can ingest from and onto any format and store your content in your chosen configuration, allowing you flexibility and peace of mind. Our storage capabilities allow you to browse your content at any time, and archive retrieval for playout is fully automated.

We offer full MPAA and FACT certified archiving and storage services. An off-site mirror archive is also available.

The WRN Broadcast content management team comprises experienced schedulers, content coordinators and archivists. They ensure professional and timely sourcing, storage, manipulation and delivery of your content.

Your workflow will be managed and controlled by Pharos Mediator 4 integrating the best technology, future-proofing our business and protecting your content. As the technology changes WRN Broadcast has the flexibility to adapt.



All WRN Broadcast content management services can all be tailored to meet your exact requirements:

- ✓ Ingest
- ✓ Online storage
- ✓ Content Coordination
- ✓ Global File Delivery
- ✓ Transcoding
- ✓ Digitisation
- ✓ EPG Management
- ✓ Scheduling Services

For secure and scalable media asset management solutions, look no further than WRN Broadcast.

For further information please contact our sales team on:

US Toll free 1-800-239-2114
T +44 20 7896 4020
or alternatively email us at:
sales@wrnbroadcast.com
www.wrnbroadcast.com



WRN Broadcast creates consolidated services for Top Up TV

Introduction

- Top Up TV, the UK's leading DTT pay TV platform, was seeking a partner to manage its playout services and content operations.
- Top Up TV is a subscription service that enables UK TV viewers to receive more than 40 additional pay channels on the Freeview digital terrestrial platform, with tape-free recording and the ability to pause and rewind live TV, via a Top Up TV Freeview+ box. Its subscribers can choose from a number of viewing packs – TV favourites, live and exclusive sport on Sky Sports 1 & 2, ESPN Sports and a pick of films from Picture Box.
- International broadcast services company, WRN Broadcast was chosen due to its customer-focussed approach, engineering expertise and the strength and depth of its content management offering.
- Top Up TV recognised the exceptionally high engineering standards, innovative technology offering and cost-effective solution that WRN Broadcast's brand new, state-of-the-art Media Centre offered – with capabilities including an end-to-end solution for ingest, content management, playout, encoding/multiplexing and worldwide distribution via fibre and satellite.

Solution

- WRN Broadcast has installed a bespoke end-to-end tapeless workflow, which includes acquisition and file management from over 20 distributors, including some of the best-known names in the global content industry.
- The solution incorporates library management, ingest, file delivery, remote editorial compliance review, digital file content verification, media metadata management, storage and archive, playout and distribution.
- All of this is enhanced by utilising a consolidated Pharos asset management system which enabled Top Up TV to have the advanced workflow required by its VOD platform.
- This innovative solution was possible due to the enterprise class hardware and software offered by

WRN Broadcast's Media Centre; technology used includes Pharos Mediator version 4, Omneon video servers, DDN Storage, Harmonic encoding and Evertz routing and distribution and with the Evertz MVP multi-viewer system.

- WRN Broadcast is future-proof, with an in-built ability to upgrade to HD and 3D graphics as and when required.

Result

- WRN Broadcast's fully integrated service means that Top Up TV can now receive digital content from anywhere in the world. The solution enables Top Up TV to consolidate its services into one streamlined, cost-effective solution with a single trusted supplier.
- For the first time, Top Up TV has all of its services under one roof, having previously outsourced to different providers.
- Top Up TV subscribers also benefit from WRN Broadcast's AFD solution for linear playout, which allows switching between widescreen and traditional 4:3 viewing for the first time.
- Simon Dore, CTO, Top Up TV, says "WRN Broadcast offered us the opportunity to host all of our managed services under one roof. WRN's complete offering, its new Media Centre, strong content management and high engineering standards, gave us a cost effective, flexible and reliable solution which has allowed us to dramatically improve both our workflow and working practices, cut costs and has improved our offering to consumers at home. We also found WRN's approach to doing business refreshing. They listened to us as customers, responded with excellent and insightful input and then presented a solution which worked for us. This is surprisingly unusual behaviour in the broadcast service industry".

For more information about WRN Broadcast and its complete portfolio of services, refer to www.wrnbroadcast.com