



Making Digital Workflows Happen  
DELIVER. MANAGE. INTEGRATE.

HPA Technology Retreat – February 18<sup>th</sup> 2010  
Make delivery deadlines & explore different types of connectivity

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## 🎯 The challenge

**More content**

**More locations**

**Different formats**

**Tighter deadlines**

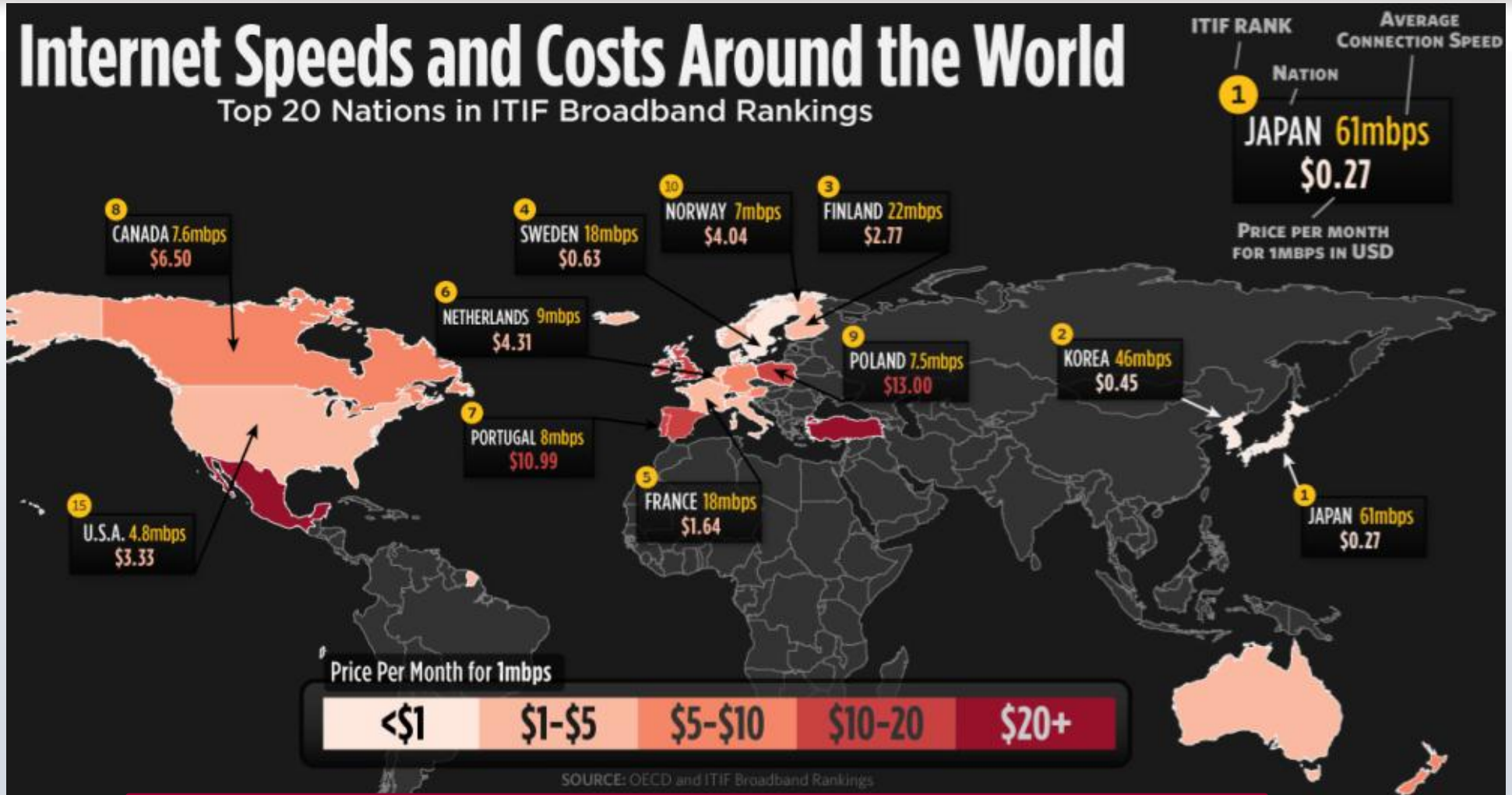
## 🎯 The solution

- ▶ Connectivity options
- ▶ Delivery network
  - Transfer application
  - Multicast vs. Unicast
- ▶ Software, tools and automations
  - Storage Application
  - Automations
  - Video processing
  - Webservices



# Internet Speeds and Costs Around the World

Top 20 Nations in ITIF Broadband Rankings



**When it comes to Mbps, not everyone is created equal !**



## Connectivity Options



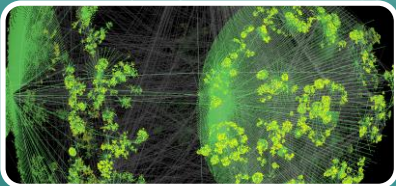
### IP over Satellite

- Best use:
  - Regions where terrestrial connectivity is limited or cost prohibitive such as Latin America, Eastern Europe, Southeast Asia.
  - Workflows that require the send of one asset to many sites.



### Leased Lines

- Best use
  - When dedicated capacity is needed for large file deliveries requiring predictable SLA's.



### Internet

- Best use:
  - Regions where terrestrially connectivity is prevalent and cost effective such as the US and Western Europe.
  - One-to-one deliveries.



### Community Network

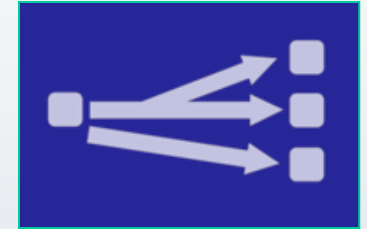
- Best use:
  - Exchanging large volumes of data over established community networks.
  - Ability to bundle dedicated capacity with internet for other business applications.



## Delivery network

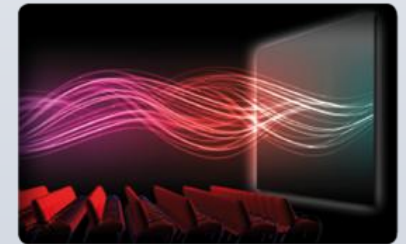
### ▶ Transfer application

- Acceleration protocol for all types of connectivity & network conditions
- Efficient traffic management tool
- UDP or TCP multi-stream
- Bandwidth shaping
- Bonding of multiple links
- Ensure file integrity and security
- Push/pull to accommodate all workflows
- Proof of delivery



### ▶ Multicast vs. Unicast

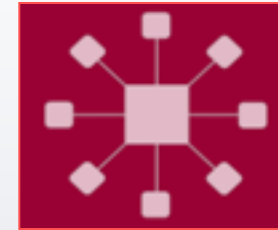
- Multicast satellite for simultaneous delivery to multiple site
- Unicast terrestrial when low cost Internet is available
- Ability to bond & switch terrestrial and satellite connectivity



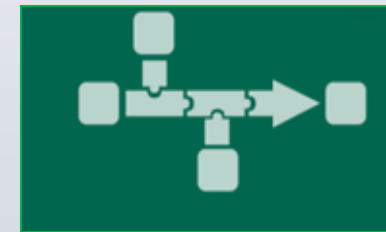


## Software, tools and automations

- ▶ Storage application
  - Per group/user access rights to content
  - Central archival of mezzanine files
- ▶ Automations
  - Truly transfer files from source to destination
- ▶ Video processing
  - Transcoding/wrapping
  - Burn-in
- ▶ Webservices API



Smart **TOOLS**





# THANK YOU

FOR MORE INFORMATION

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