

IBM Media Hub Solution Framework

*Solução Inteligente de
Media para TV Digital*

Smarter solutions for a creative world



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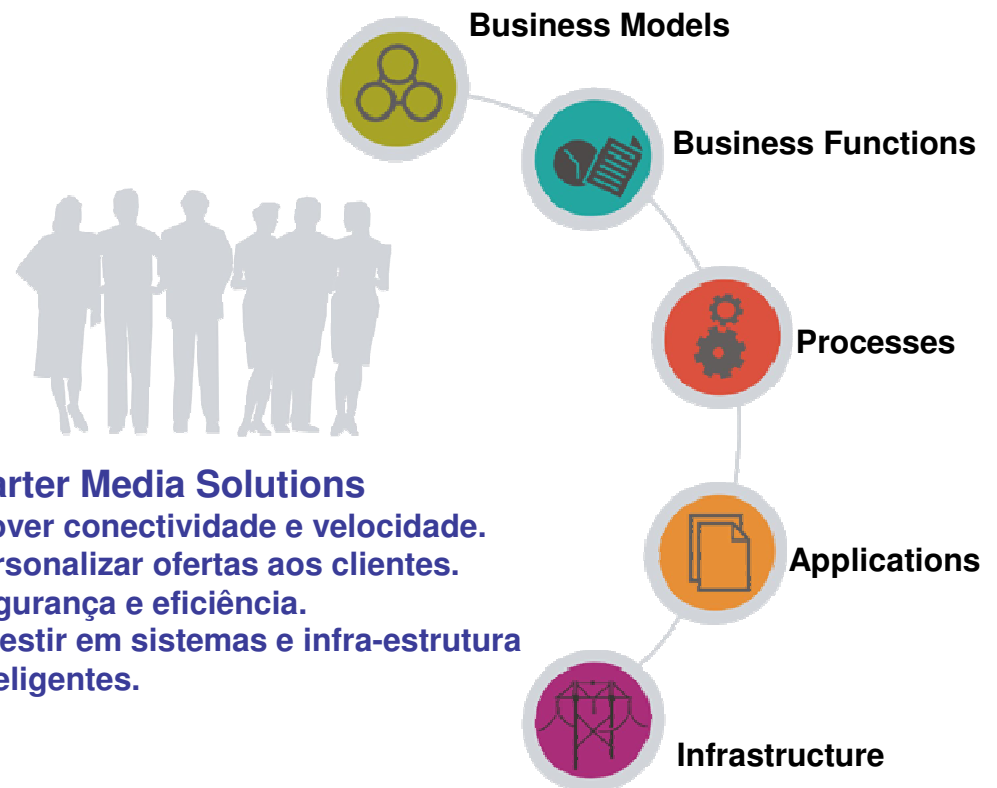
Marcos Cypriano
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Planejando e Implementando Sistemas Inteligentes

Os objetivos de Sistemas Inteligentes são claros :

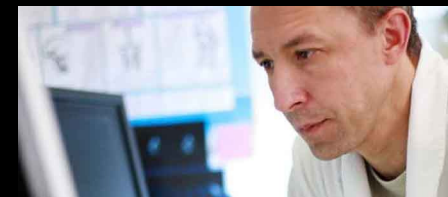
1. **Melhoria** dos serviços com foco em reduzir custos e aumentar eficiência.
2. **Aplicar** diferenciação nos serviços usando tecnologia e inteligência (sistemas, sensores) para focar nas necessidades dos consumidores.
3. **Transformar** a empresa para o mercado futuro entendendo as oportunidades de inovação e novos modelos de negócio.



Novos tipos de inteligência, utilizando dispositivos instrumentados em sistemas mais interconectados poderemos criar soluções mais inteligentes e realizando a visão de indústrias mais inteligentes.

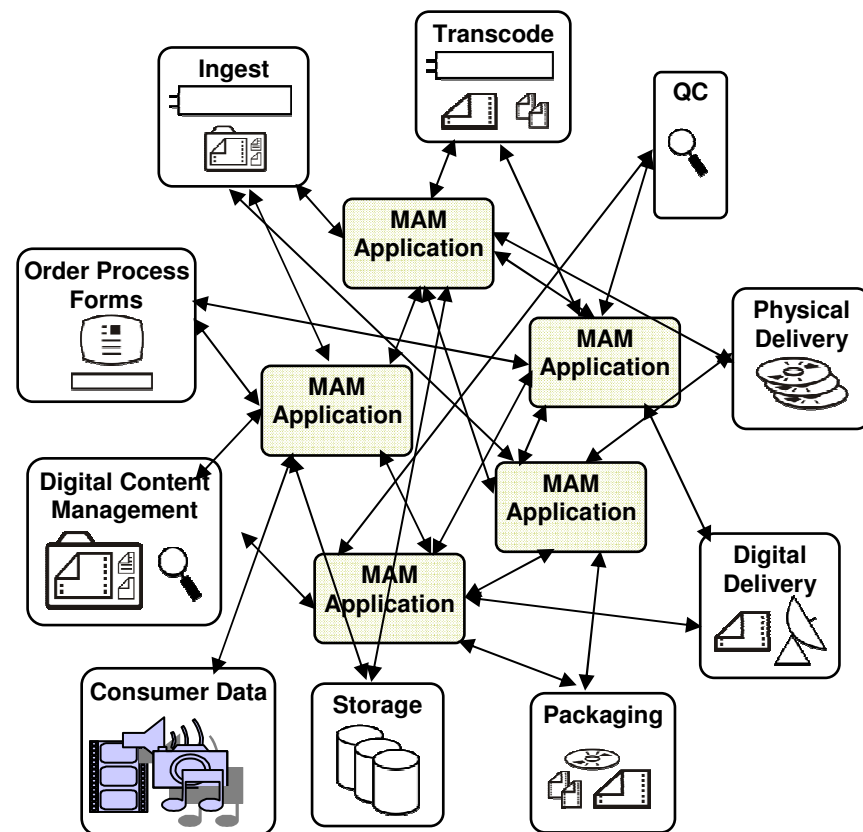


Smarter Industries
são habilitadas por
Smarter Solutions



Empresas estão demandando uma visão mais clara dos processos de negócio com a necessidade de saber onde o conteúdo está, em que fase do processo e como gerenciar o fluxo da produção a distribuição.

- Compreender as dependências dos diferentes fluxos de trabalho;
- Realizar previsões com mais precisão;
- Executar ações em toda organização;
- Manusear conteúdo como objetos digitais;
- Remover dependências de arquivos analógicos;
- Reduzir o tempo e o custo para criar, gerenciar e distribuir ativos de mídia;
- Alterar o processo de negócio de forma dinâmica;
- Lançar novos modelos de negócios utilizando recursos existentes;
- Mas...
- Arquiteturas atuais são rígidas e lentas para se adaptar às novas oportunidades;
- Os processos são caros para desenvolver e manter;
- Sistemas têm alta duplicação de investimentos e limitado compartilhamento;
- Múltiplas fontes de dados e de conteúdo causam redundâncias na inserção e distribuição.



Exemplo de Processo de Broadcast

IBM Media Hub

Flexibilidade, visibilidade e responsividade nos processos

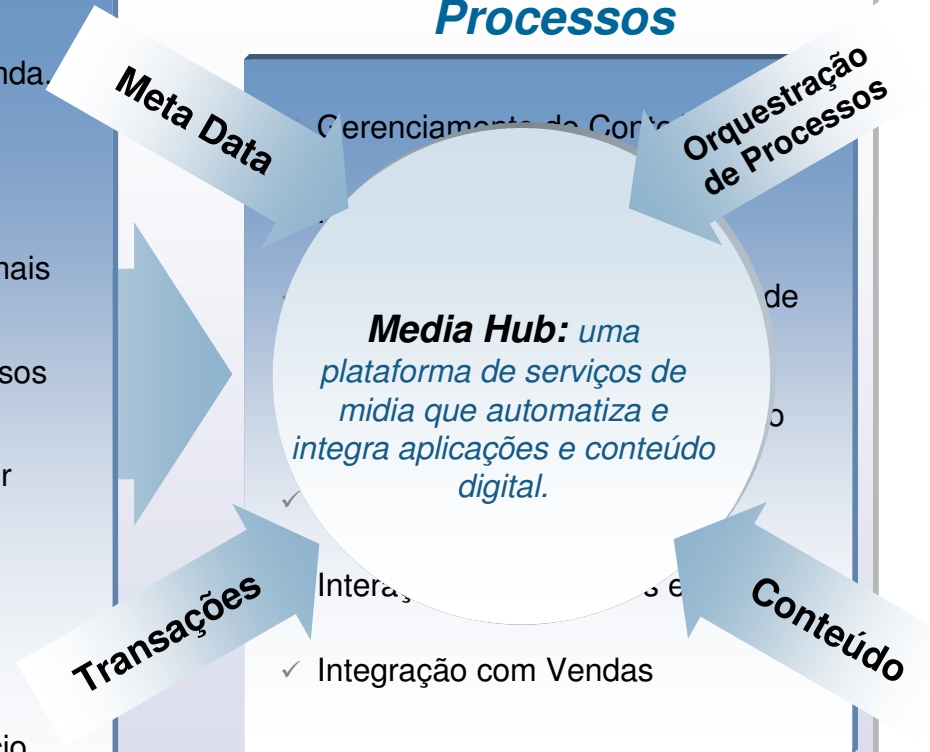
Necessidades de Negócio

- ✓ Entregar mais conteúdo em vários formatos em mais canais sob demanda
- ✓ Otimizar workflows
- ✓ Reduzir custos
- ✓ Aumentar receita gerando novos canais de distribuição
- ✓ Conteúdo disponível para os processos e parceiros
- ✓ Plataforma flexível para alterar/incluir modelos
- ✓ Automação de Processos
- ✓ Gestão do relacionamento com parceiros
- ✓ Visibilidade dos processos de negócio



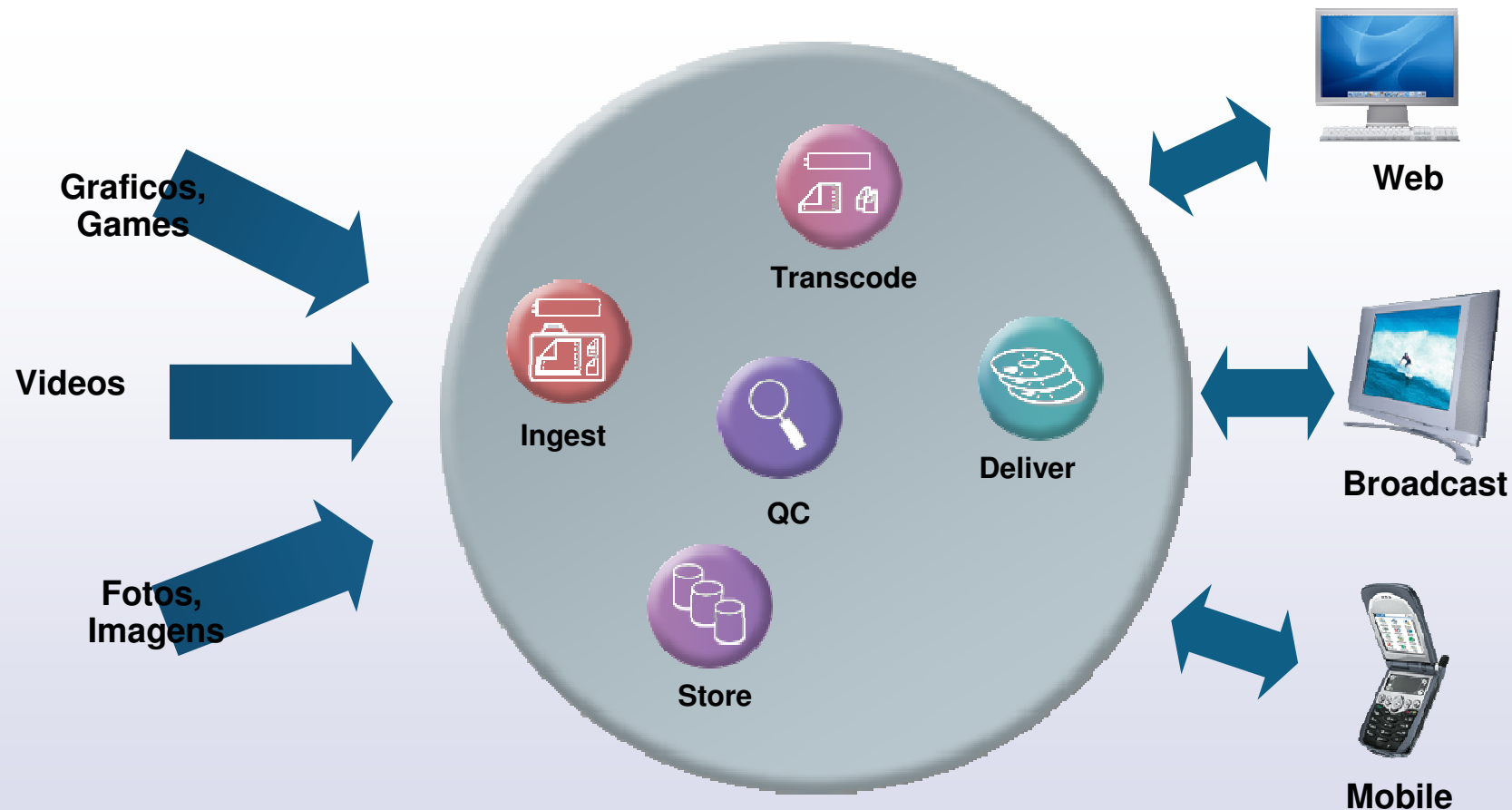
Mídia & Entretenimento

Processos



Multi-canal com Media Hub

Processos dinâmicos e flexíveis

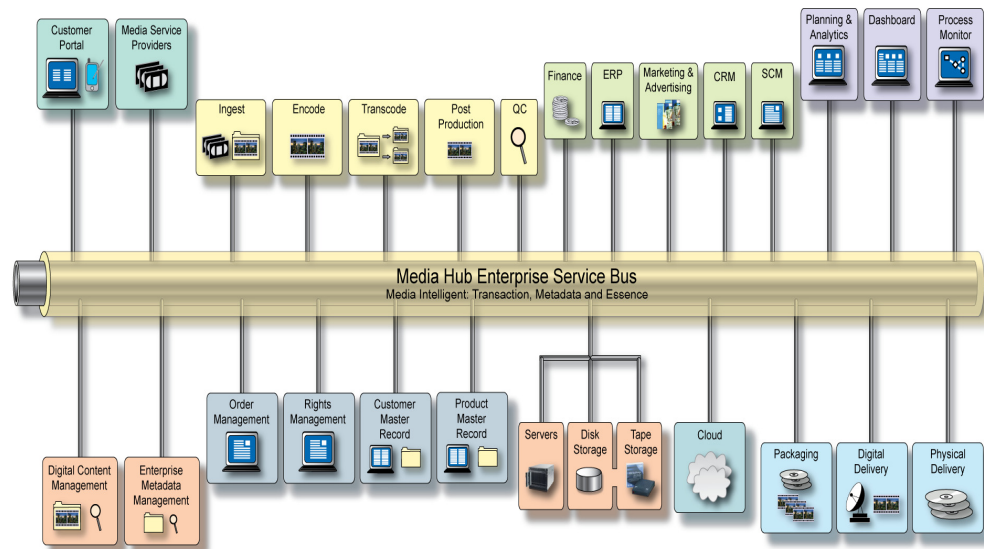


Media Hub Overview

O que é o IBM Media Hub?

- IBM MediaHub é um Framework flexível e dinâmico para integração de serviços e coreografia de processos de mídia digital.
- Um set de soluções baseado em SOA com serviços e software **IBM para aprimorar novos negócios conectando conteúdo digital, processos de negócio e sistemas.**
- MediaHub permite a integração de conteúdo, criação, gerenciamento e distribuição de conteúdo digital em tempo real.

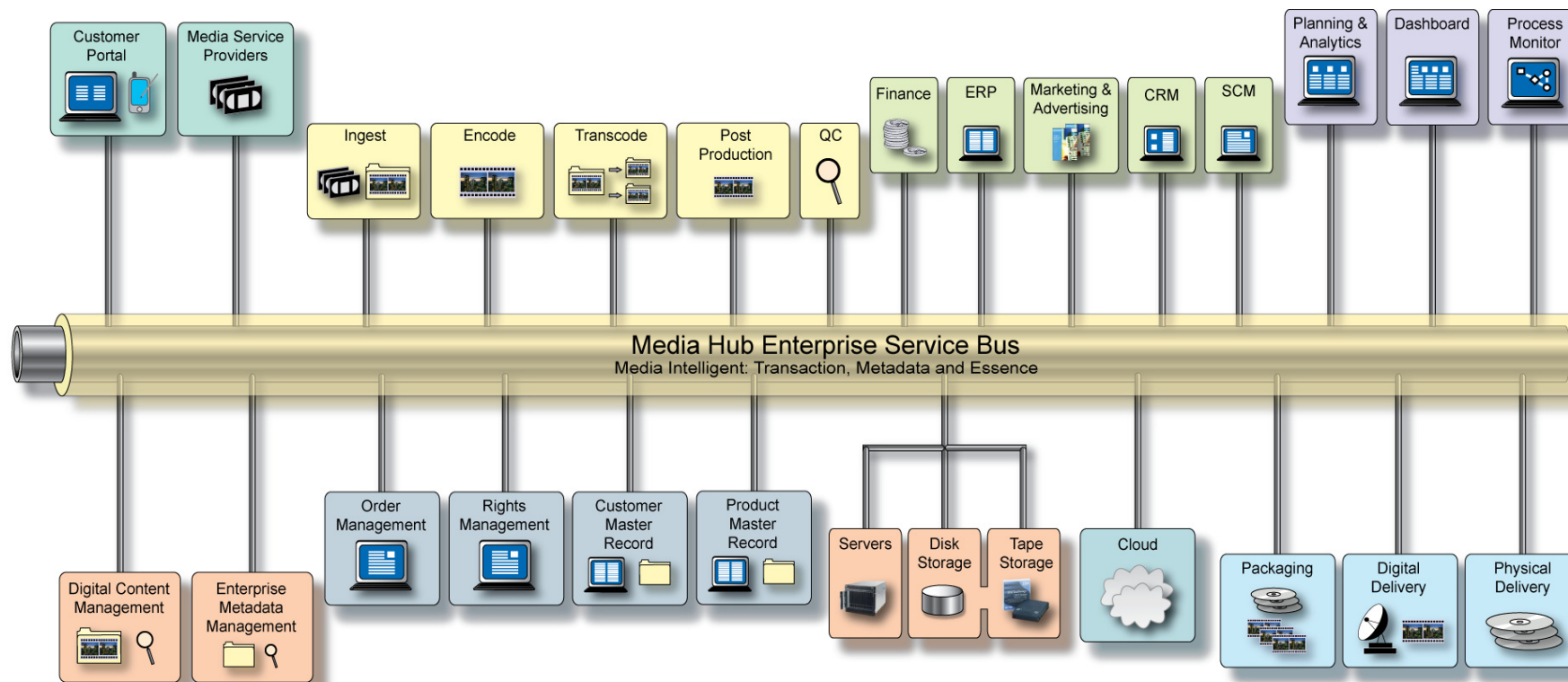
Media Enterprise Framework



Delivering the benefits of real-time automation and business process orchestration to the Media & Entertainment Industry

IBM Media Hub Solution Framework

Media Enterprise Framework



O Media Hub permite uma composição de serviços que dá suporte aos processos para empresas de mídia e Telecom. Habilita os benefícios da automação em tempo real e orquestração de processos de negócio.

Benefícios do MediaHub

Roteamento Dinâmico de Conteúdo

Conteúdo roteado via enterprise service bus (ESB) inteligente.

Persistência

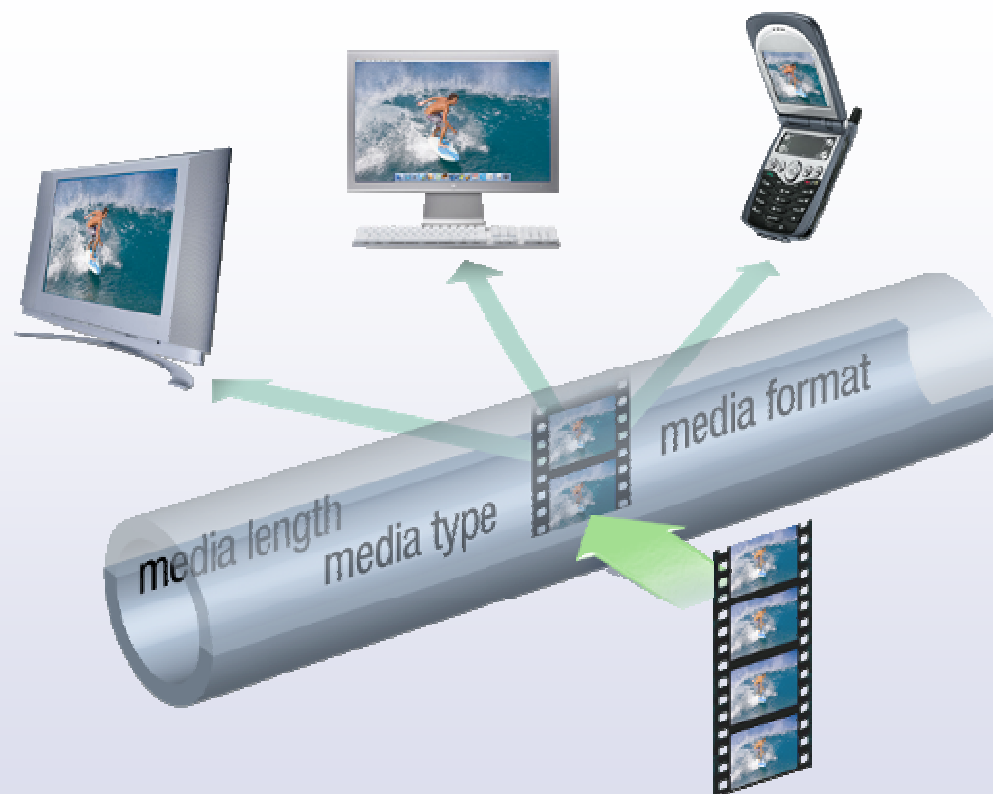
Garante entrega do conteúdo certo no local certo.

Transformação

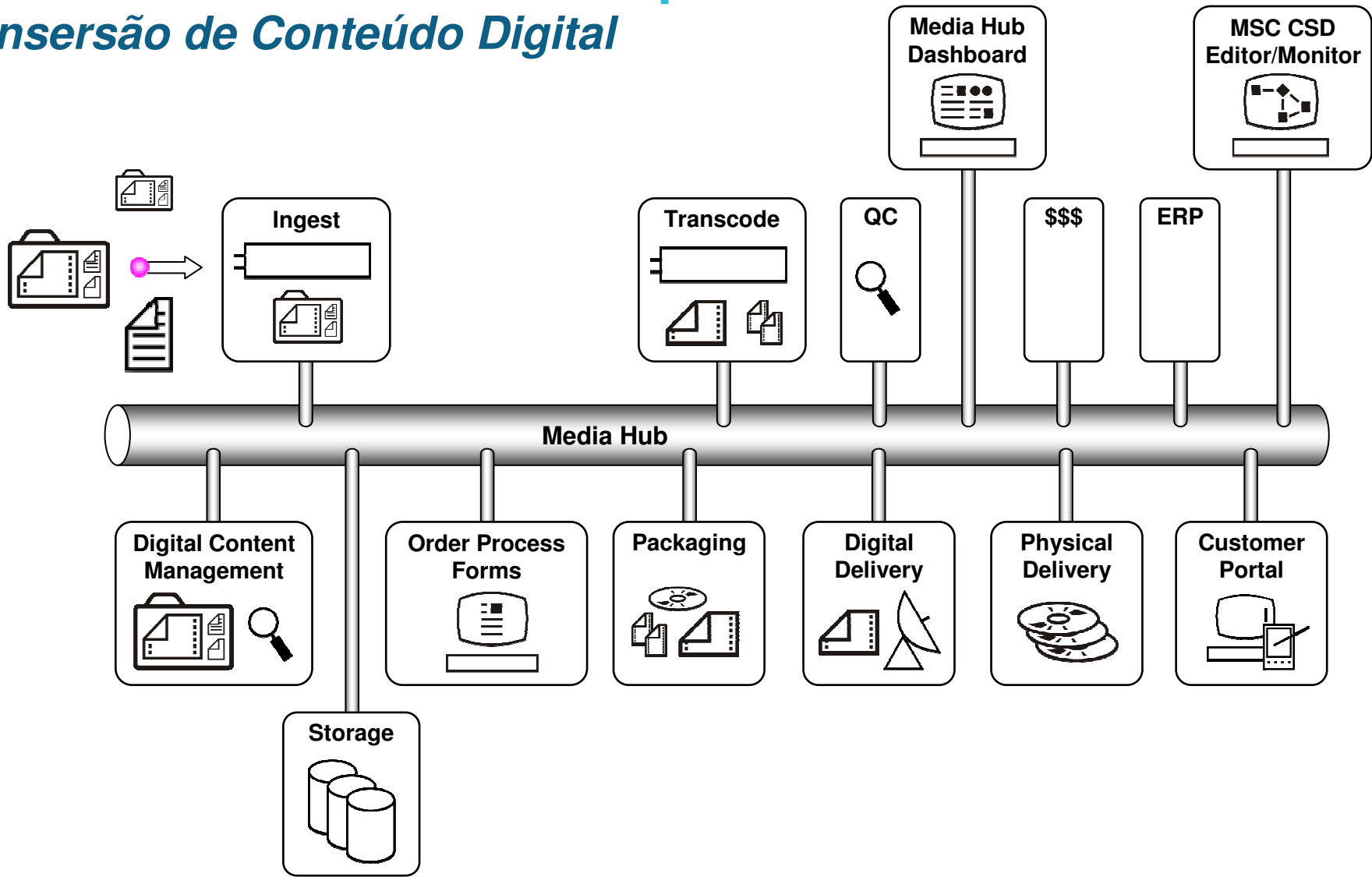
Serviços de conversão de conteúdo de mídia de um formato para outro.

Mediação

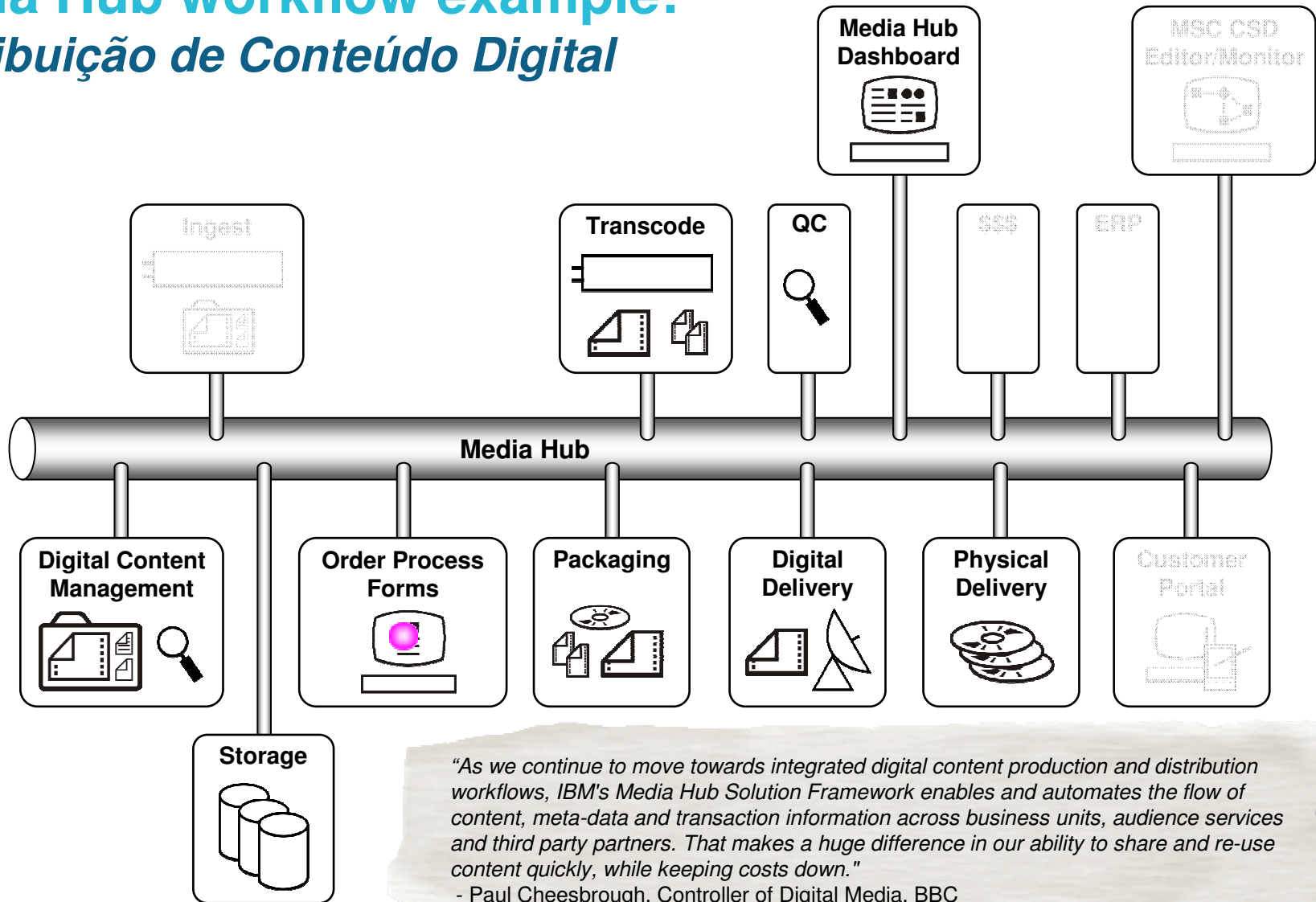
Usando adapters/conectores, os pedidos e entregas seguem um workflow inteligente, gerenciado e com capacidade de agregar parceiros comerciais e tecnológicos.



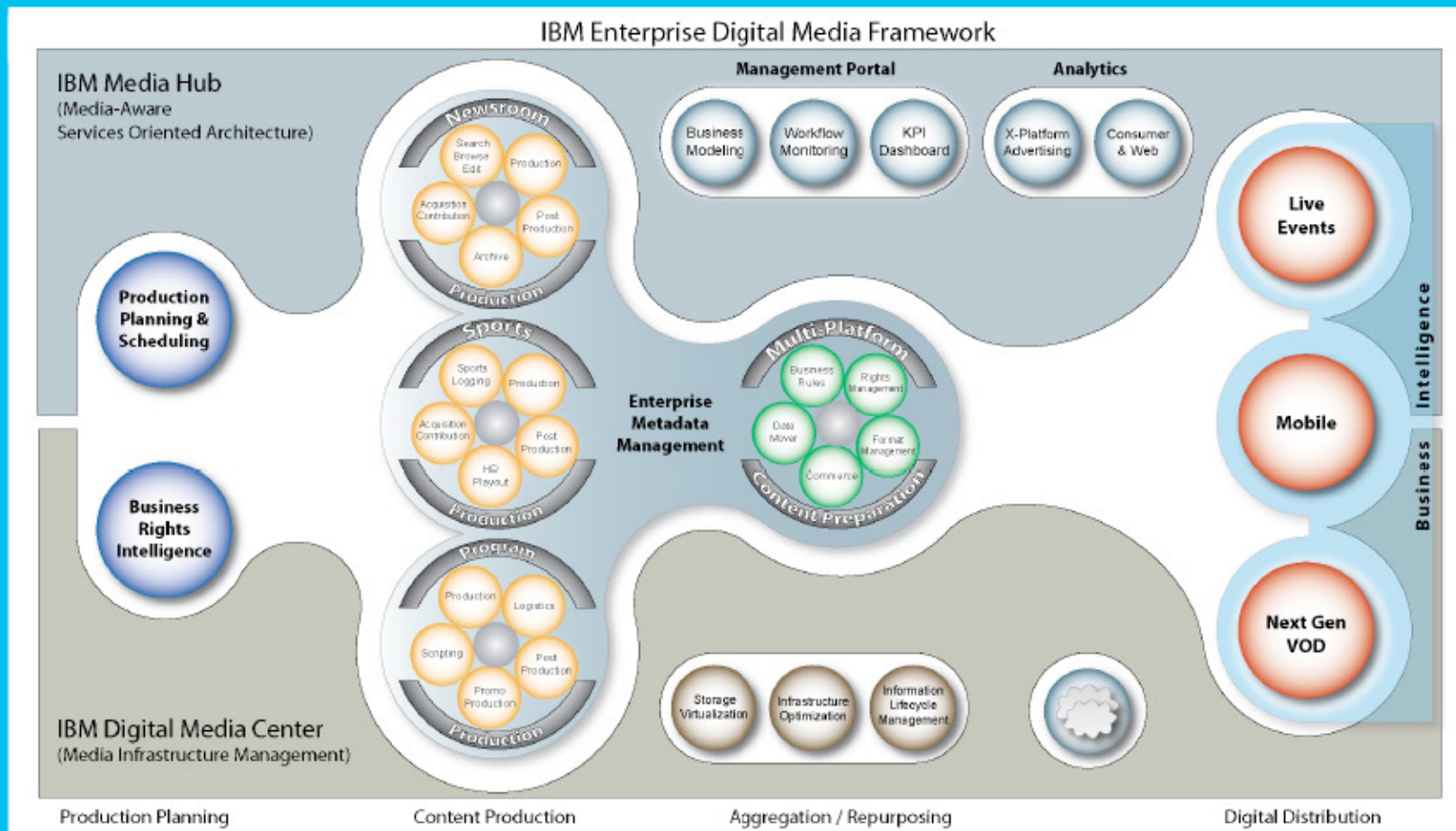
Media Hub workflow example: *Inserção de Conteúdo Digital*



Media Hub workflow example: Distribuição de Conteúdo Digital



IBM Production & Distribution Integrated Digital Workflows



Media Hub – Detalhes da Arquitetura

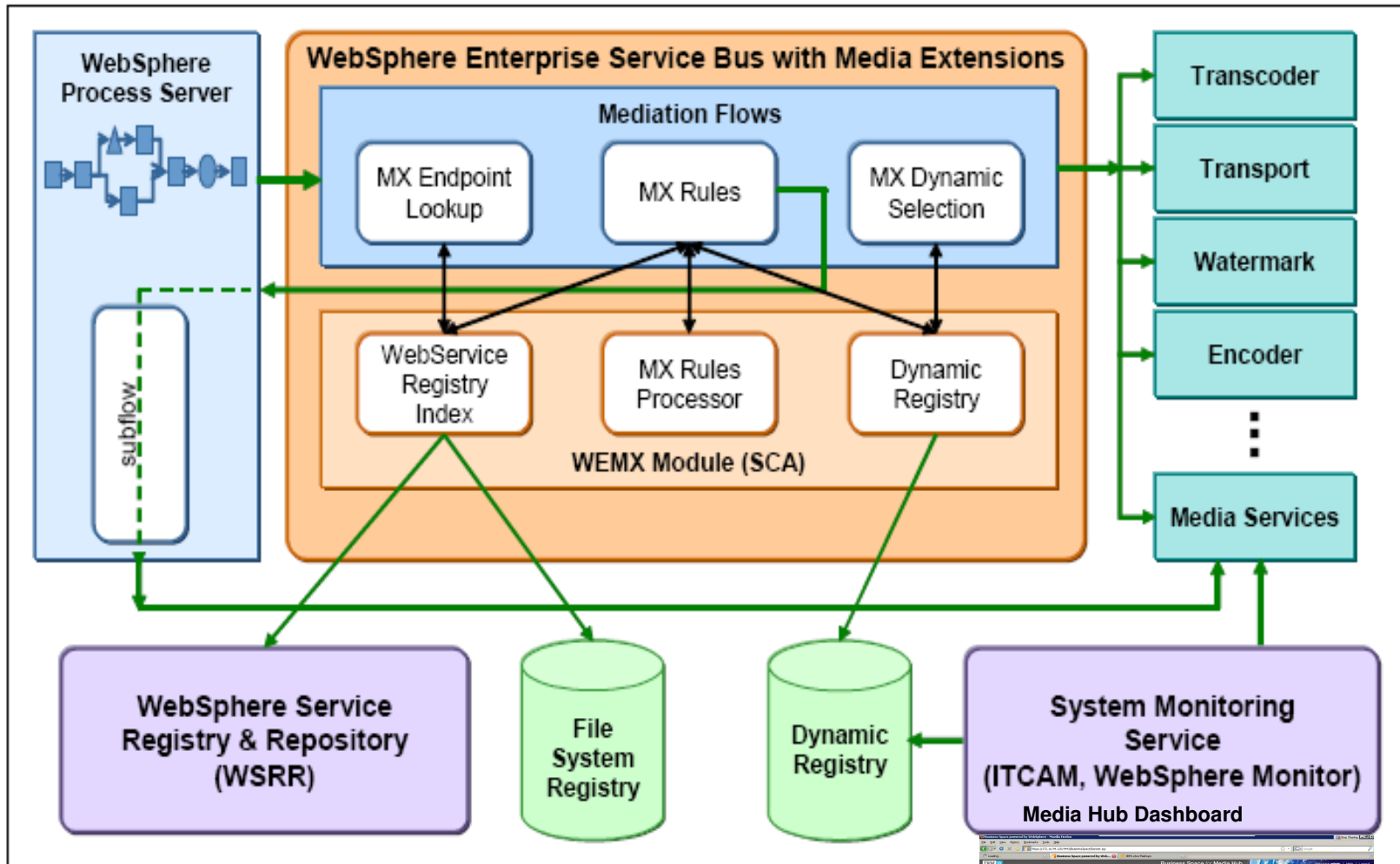
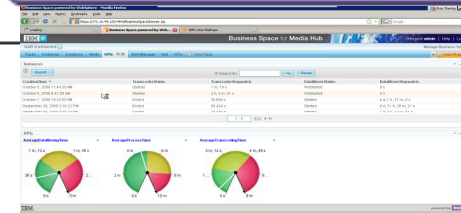
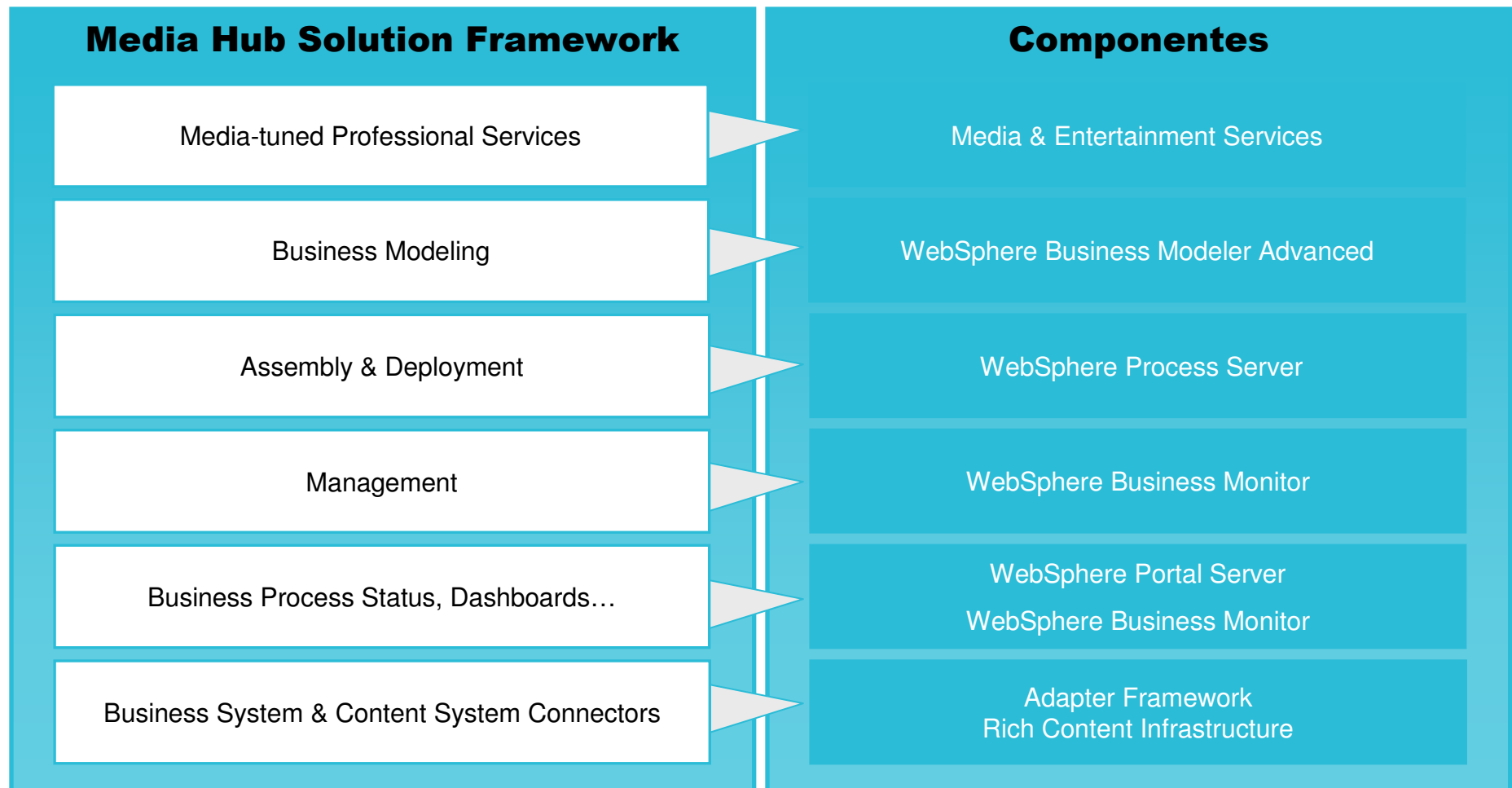


Figure C-1 IBM Media Hub Solution Framework Architecture



MediaHub Solution Framework com IBM Middleware



Open Standards-Based Connectors for Media Services

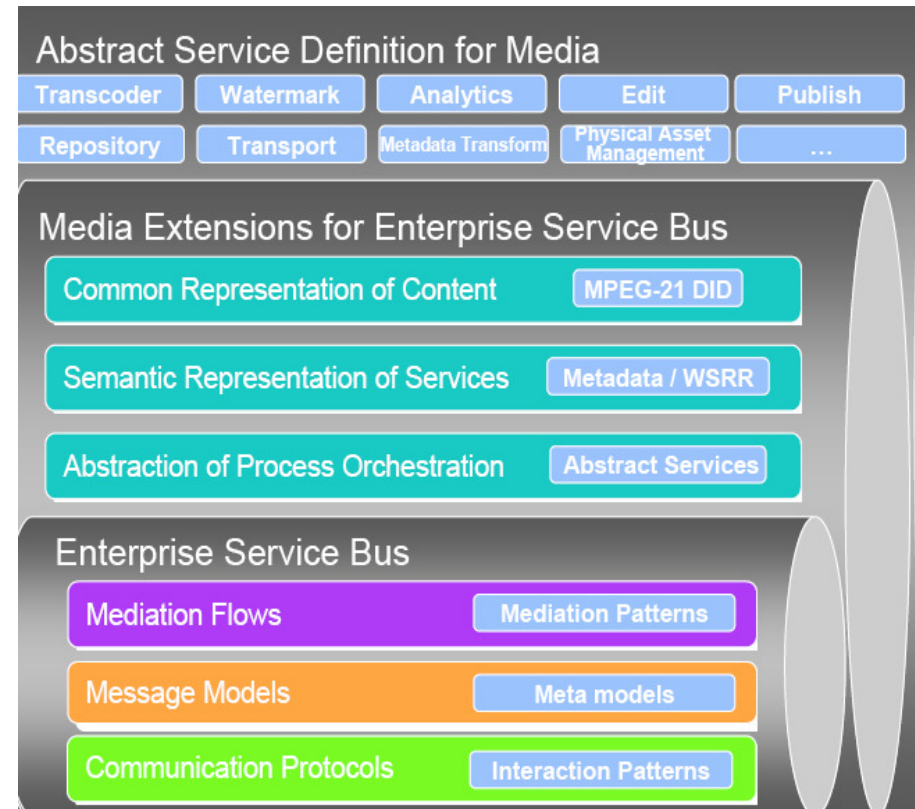
- IBM desenvolveu Abstract Service Definition (ASD) for media services
- ASD cria conexões de web-services padronizados para conectividade de media service.
- Trata-se de desenvolvimento “high-level” com uma descrição comum dos serviços.
- Foram definidas 11 classes de serviços usando ASD com funções como
 - encoding, transcoding, watermarking, archive, playout e scheduling.

<http://www.redbooks.ibm.com/abstracts/redp4464.html?Open>



Media Hub com ASD

- IBM desenvolveu Abstract Service Definition (ASD) for media services
- ASD cria conexões de web-services padronizados para conectividade de media service.
- Trata-se de desenvolvimento “high-level” com uma descrição comum dos serviços.
- Foram definidas 11 classes de serviços usando ASD com funções como
 - encoding, transcoding, watermarking, archive, playout e scheduling.





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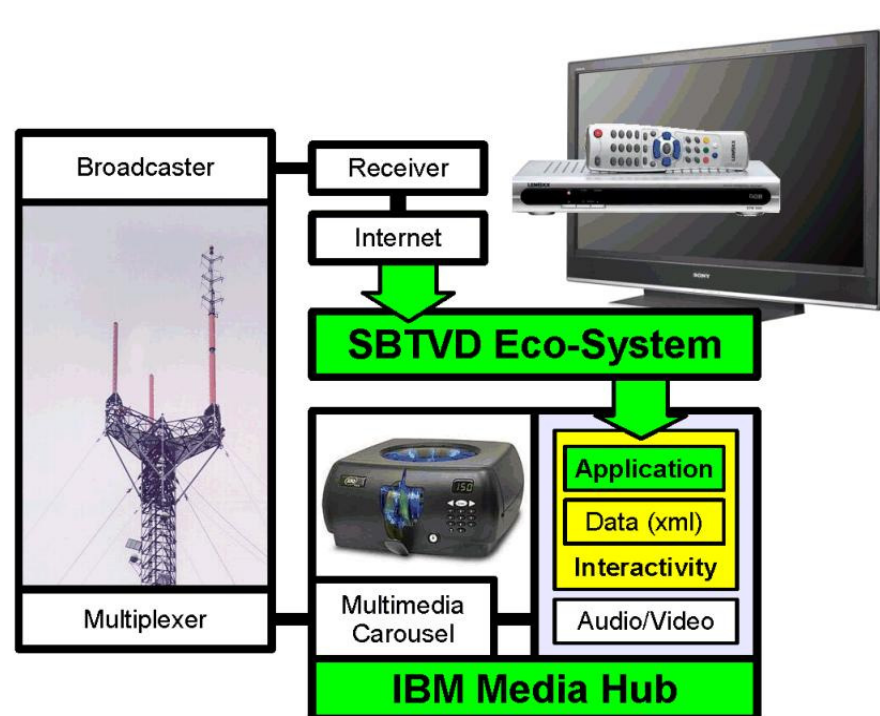
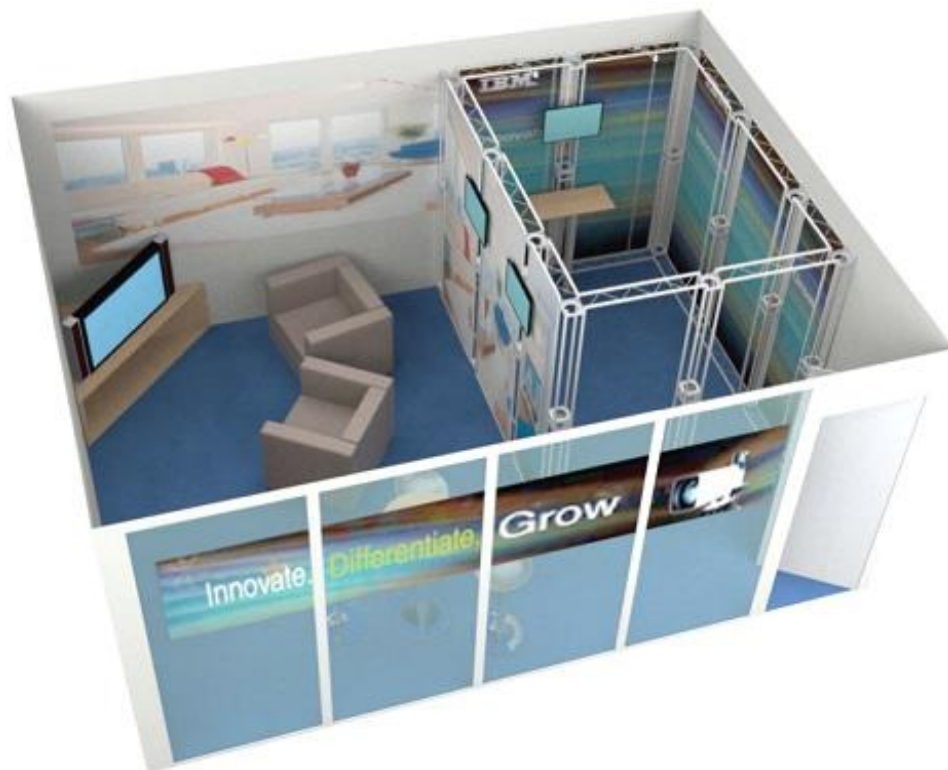
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Media Hub Demo for Futurecom 2009

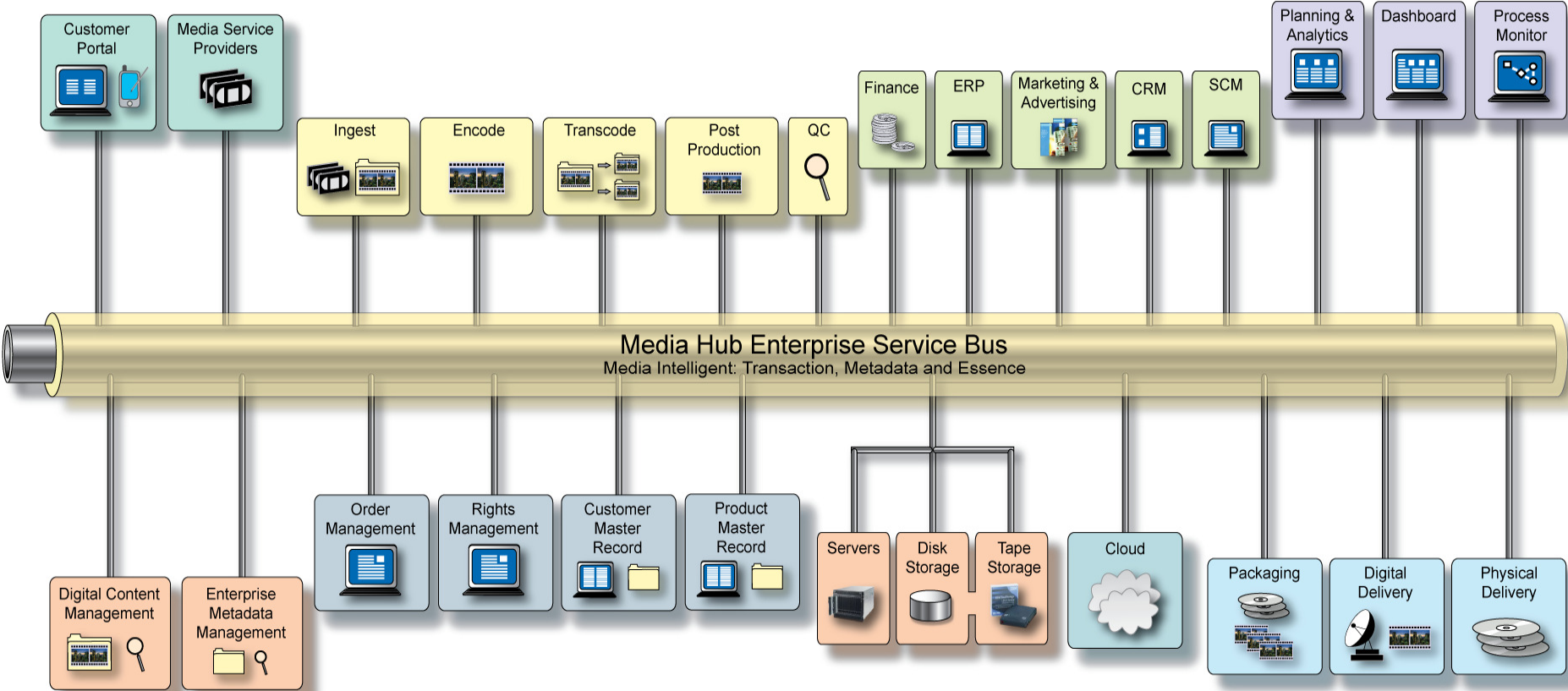
Ambiente que a IBM está montando no IBM Solution Center SP – Big Picture



Media Hub – Processo e Funções



Media Enterprise Framework



Delivering the benefits of real-time automation and business process orchestration to the Media & Entertainment Industry

Visão do Administrador/Gestor



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Diagrama do Workflow e os Atores

Business Space powered by WebSphere - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space powered by Web... Business Space powered by WebSphere IBM Lotus Mashups

Business Space for Media Hub Welcome admin | Help | Logout

NAB Dashboard Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Active Work Orders

Export ... Search for: [] [] [Reset]

Diagram	Work Order ID	Feature Name	Due Date	Search Content	Move To MXFServer	Create Promo	Review Promo	Render Promo	Distribute	Publish
	111238	Bundesliga	October 7, 2009 5:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	104743	MonTest2	October 7, 2009 5:00:00 AM	↕						
	93350	MonTest1	October 7, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	93052	ThuTest1	October 3, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	14326	Bundesliga	September 30, 2009 10:00:00 AM	↕	↕	↕	↕	↕	↕	↕

1 - 5 10 ▶ ▶▶

Workflow Diagram

PromoProd

```

    graph LR
      Start(( )) --> G[Generate WO ID  
ID: 111238]
      G --> S[Search Content  
emma]
      S --> M[Move To MXFServer  
0.431 s]
      M --> J1(( ))
      J1 --> J2{ }
      J2 --> C[Create Promo  
2 m, 43.279 s]
      C --> R[Review Promo  
7 m, 11.098 s]
      R --> D{ }
      D -- No --> J1
      D -- Yes --> Rnd[Render Promo  
9 m, 10.358 s]
      Rnd --> Dis[Distribute  
3 m, 16.813 s]
      Dis --> Pub[Publish  
0.975 s]
      Pub --> End(( ))
  
```

powered by WebSphere

Done 172.16.94.88:9443

Demonstração do Media Hub

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Media Hub - Inserindo Conteúdo

The screenshot shows a web browser window titled "Business Space powered by WebSphere - Mozilla Firefox". The address bar shows the URL "https://172.16.94.88:9443/BusinessSpace/banner.jsp". The browser has several tabs open, including "Business Space powered by WebSphere" and "IBM Lotus Mashups".

The main interface is titled "Business Space for Media Hub" and includes a navigation bar with "Welcome emma", "Help", and "Logout". Below the navigation bar, there are several panels:

- Available Tasks:** Contains a table with one task: "Search Content >> ID: 104743, Event: MonTest2" with a start date of "Oct 5, 2009 10:47:44 AM".
- Task Information:** Contains a "Search Content" tab and a "Content Search" section with input fields for "Task ID" (111238), "Event Name" (Bundesliga), "Special Instructions" (new player), and "Due Date" (2009-10-07 10:00:00).
- Human Workflow Diagram:** Shows a diagram with a slider and a play button.
- My Tasks:** Contains an "Edit" button and a table with one task.

The bottom of the page features the IBM logo, the text "powered by WebSphere", and the IP address "172.16.94.88:9443".

Visão do Administrador/Gestor

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Administrador Gerenciando o Fluxo

Business Space powered by WebSphere - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space powered by WebSphere | IBM Lotus Mashups

Business Space for Media Hub | Welcome admin | Help | Logout

NAB Dashboard | Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Active Work Orders

Export ... Search for: [] [Reset]

Diagram	Work Order ID	Feature Name	Due Date	Search Content	Move To MXFServer	Create Promo	Review Promo	Render Promo	Distribute	Publish
	111238	Bundes iga	October 7, 2009 5:00:00 AM	↕						
	104743	MonTest2	October 7, 2009 5:00:00 AM	↕						
	93350	MonTest1	October 7, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	93052	ThuTest1	October 3, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	14326	Bundesliga	September 30, 2009 10:00:00 AM	↕	↕	↕	↕	↕	↕	↕

1 - 5 10 ▶▶

Workflow Diagram

PromoProd

```

    graph LR
      Start(( )) --> A[Generate WO ID]
      A --> B[Search Content]
      B --> C[Move To MXFServer]
      C --> D{ }
      D --> E[Create Promo]
      E --> F[Review Promo]
      F --> G{ }
      G -- No --> D
      G -- Yes --> H[Render Promo]
      H --> I[Distribute]
      I --> J[Publish]
      J --> End(( ))
  
```

powered by WebSphere



Business Space for Media Hub

User ID

emma

Password

••••

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Business Space powered by WebSphere - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space powered by WebSphere IBM Lotus Mashups

Business Space for Media Hub

Welcome emma | Help | Logout

NAB 2009 Manage Business Spaces

EMM Operator New Page Add Widgets

Available Tasks

Accept Actions

Show All Sort By Start date

Search Content >> ID: 104743, Event: MonTest2
Start date Oct 5, 2009 10:47:44 AM

Task Information

Submit Save Actions

Search Content x

[Form](#) | [Details](#) | [Notes](#) | [Related Tasks](#)

Content Search

Task ID

Event Name

Special Instructions

Due Date

Human Workflow Diagram

My Tasks

Edit Actions

Show All Sort By Start date

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Editor se Logando

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Editor irá Criar “Promo”

The screenshot displays the Business Space for Media Hub interface within a Mozilla Firefox browser window. The browser's address bar shows the URL `https://172.16.94.88:9443/BusinessSpace/banner.jsp`. The page header includes the IBM logo, the text "Business Space for Media Hub", and a "Welcome ed" message with links for "Help" and "Logout". Below the header, there are navigation elements like "NAB 2009" and "Manage Business Spaces".

The main content area is titled "Human Workflow Diagram" and is currently empty. Below this, there are two side-by-side panels:

- Available Tasks:** This panel contains a list of tasks. The first task is "Create Promo >> ID: 111238, Event: Bundesliga" with a start date of "Oct 5, 2009 11:20:51 AM". The second task is "Create Promo >> ID: 133949, Event: MonTest3" with a start date of "Sep 21, 2009 1:41:03 PM". Each task has a checkbox and an "Actions" dropdown menu.
- Task Information:** This panel is currently empty and contains the instruction "Select the task and then select an action."

At the bottom of the interface, there is a "My Tasks" panel which is currently empty, displaying the message "No tasks were found." The footer of the browser window shows the IBM logo, the text "powered by WebSphere", and the IP address "172.16.94.88:9443".

Editor Criando a "Promo"

The screenshot displays the Business Space for Media Hub interface. At the top, the browser title is "Business Space powered by WebSphere - Mozilla Firefox" and the address bar shows "https://172.16.94.88:9443/BusinessSpace/banner.jsp". The page header includes the IBM logo, "Business Space for Media Hub", and user information "Welcome ed | Help | Logout".

The main content area features a "Human Workflow Diagram" with the following steps: Search Content, Create Promo, Review Promo (highlighted in orange), Render Promo, and Distribute. The "Review Promo" step is currently active, indicated by a mouse cursor over its icon.

Below the workflow diagram are two panels:

- Available Tasks:** Shows a list of tasks. The first task is "Create Promo >> ID: 133949, Event: MonTest3" with a start date of "Sep 21, 2009 1:41:03 PM".
- Task Information:** Displays details for the selected "Create Promo" task. The "Form" tab is active, showing fields for Task ID (111238), Event Name (Bundesliga), Special Instructions (new player), and Due Date (2009-10-07 10:00:00).

The bottom of the interface shows the "My Tasks" panel with a "Create Promo" task listed as "Low" priority. The footer includes the IBM logo, "powered by WebSphere", and the IP address "172.16.94.88:9443".

Editor Submete a "Promo"

The screenshot displays the Business Space for Media Hub interface. At the top, the browser title is "Business Space powered by WebSphere - Mozilla Firefox" and the address bar shows "https://172.16.94.88:9443/BusinessSpace/banner.jsp". The main header includes the IBM logo, "Business Space for Media Hub", and user information "Welcome ed | Help | Logout".

The central area features a workflow diagram with the following steps: Search Content, Create Promo, Review Promo, Render Promo, and Distribute. The "Create Promo" step is highlighted with a green border and a gear icon.

Below the workflow, there are two panels:

- Available Tasks:** Shows a list of tasks. The first task is "Create Promo >> ID: 133949, Event: MonTest3" with a start date of "Sep 21, 2009 1:41:03 PM".
- My Tasks:** Shows a task "Create Promo" with a priority of "Low", ID "111238", Event "Bundesliga", and start date "Oct 5, 2009 11:20:51 AM".

The **Task Information** panel for the selected "Create Promo" task includes the following details:

- Task ID: 111238
- Event Name: Bundesliga
- Special Instructions: new player
- Due Date: 2009-10-07 10:00:00
- File Name: DFL-1.mp4 (with a "Browse" button)
- Comments: (empty text area)

At the bottom of the interface, the status bar shows "powered by WebSphere" and the IP address "172.16.94.88:9443".

Aprovador / Gerente



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rose

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Aprovador vai Revisar e Aprovar a “Promo”

The screenshot shows a web browser window displaying a task management interface. The browser title is "Business Space powered by WebSphere - Mozilla Firefox". The address bar shows the URL "https://172.16.94.88:9443/BusinessSpace/banner.jsp". The page header includes the IBM logo, "Business Space for Media Hub", and a user greeting "Welcome rose | Help | Logout".

The main interface is divided into several sections:

- Available Tasks:** A section with an "Accept" button, "Actions" dropdown, and filters for "Show" (All) and "Sort By" (Start date). It displays "No tasks were found."
- Task Information:** A section with "Submit", "Save", and "Actions" buttons. It includes a "Review Promo" tab and sub-tabs for "Form", "Details", "Notes", and "Related Tasks".
- Promo Review Form:** A form with the following fields:
 - Task ID: 111238
 - Event Name: Bundesliga
 - Due Date: 2009-10-07 10:00:00
 - Approved:
 - Comments:
- Video Task:** A large video player showing a promotional video. A tooltip "Accept and edit the task." is visible over the video. The video player has a progress bar and control buttons.

The footer of the page includes the IBM logo, "powered by WebSphere", and the IP address "172.16.94.88:9443".

Visão do Distribuidor do Conteúdo



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User ID
dick

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Dick – Distribuidor do Conteúdo

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File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space powered by WebSphere IBM Lotus Mashups

Business Space for Media Hub Welcome dick | Help | Logout

NAB 2009 Manage Business Spaces

Distributor New Page Add Widgets

Calendar

« October 2009 »

S	M	T	W	T	F	S
20	21	22	23	24	25	26
27	28	29	30	1	2	3
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28	29	30	31
1	2	3	4	5	6	7

Available Tasks

Accept Actions

Show All Sort By Start date

Distribute

Low

Distribute Promo >> ID: 111238, Event: Bundesliga

Start date Oct 5, 2009 11:39:57 AM

Weather

Updated Oct 5 4:25 pm GMT / 12:25 pm ET

Task Information

Select the task and then select an action.

Documents

[Sign in](#) to your Google Docs account.

IBM powered by WebSphere

Dick – Distribuidor do Conteúdo

The screenshot shows a web browser window displaying the IBM Business Space for Media Hub interface. The browser's address bar shows the URL `https://172.16.94.88:9443/BusinessSpace/banner.jsp`. The page header includes the IBM logo, the title "Business Space for Media Hub", and a user greeting "Welcome dick | Help | Logout". Below the header, there are navigation elements like "NAB 2009" and "Manage Business Spaces". The main content area is divided into several sections: a "Weather" widget with a map of the Dallas area, a "Documents" section with a "Sign in to your Google Docs account" link, and a "Task Information" section. The "Task Information" section includes a "Distribute" button and a "Task ID" field with the value "111238". Below this, there are fields for "Event Name" (Bundesliga), "Due Date" (2009-10-07 10:00:00), and checkboxes for "Syndication", "Cloud Storage", and "Playout Server". A callout box with the text "Accept and edit the task." is visible in the upper right area of the main content. The footer of the page features the IBM logo on the left and "powered by WebSphere" on the right.

Dick – Distribuidor do Conteúdo

The screenshot shows a web browser window with the following elements:

- Browser:** Mozilla Firefox, address bar shows `https://172.16.94.88:9443/BusinessSpace/banner.jsp`.
- Page Header:** "Business Space for Media Hub" with a navigation bar containing "Welcome dick", "Help", and "Logout".
- Left Panel:** A map of Texas with cities like Dallas, Fort Worth, and Austin visible. Below the map is a "Documents" section with a link to "Sign in to your Google Docs account".
- Main Content Area:**
 - Task Information:** Includes "Submit" and "Save" buttons, and a "Disbute" button with a tooltip that says "Accept and edit the task.".
 - Promo Distribution:** A form with the following fields:
 - Task ID: 111238
 - Event Name: Bundesliga
 - Due Date: 2009-10-07 10:00:00
 - Syndication:
 - Cloud Storage:
 - Playout Server:
 - Commerce:
- Bottom Panel:** "My Tasks" section with an "Edit" button and a list of tasks.

- Footer:** IBM logo and "powered by WebSphere" text.

Visão do Administrador/Gestor

**Business Space
for Media Hub**

User ID
admin

Password
.....

Return to the last visited page

Login

IBM

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solutions
for a
creative
world.**

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KPIs com os tempos de cada fase

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Business Space powered by Web... IBM Lotus Mashups

Business Space for Media Hub Welcome admin | Help | Logout

NAB Dashboard Manage Business Spaces

Tasks Instances Durations Alerts **KPIs** Alert Manager test KPIs New Page Add Widgets

Instances

Export... Search for: [] [Reset]

CreationTime	TranscoderStatus	TranscoderStopwatch	DataMoverStatus	DataMoverStopwatch
October 5, 2009 11:44:30 AM	Started	1 m, 10 s	NotStarted	0 s
October 5, 2009 9:41:58 AM	Started	2 h, 3 m, 41 s	NotStarted	0 s
October 1, 2009 10:24:05 AM	Ended	30.684 s	Started	4 d, 1 h, 21 m, 0 s
September 28, 2009 2:16:22 PM	Ended	55.424 s	Started	6 d, 21 h, 28 m, 21 s
September 28, 2009 9:28:55 AM	Ended	55.592 s	Started	7 d, 2 h, 15 m, 47 s

1 - 5 523

KPIs

AverageDataMovingTime

AverageProcessTime

AverageTranscodingTime

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Done 172.16.94.120:9443

Instâncias do Processo e as Etapas

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NAB Dashboard Manage Business Spaces

Tasks **Instances** Definitions Alerts KPIs Alert Manager New Page Add Widgets

Active Work Orders

Export... Search for: [] [Reset]

Diagram	Work Order ID	Feature Name	Due Date	Search Content	Move To MXFServer	Create Promo	Review Promo	Render Promo	Distribute	Publish
	111238	Bundesliga	October 7, 2009 5:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	104743	MonTest2	October 7, 2009 5:00:00 AM	↕						
	93350	MonTest1	October 7, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	93052	ThuTest1	October 3, 2009 6:00:00 AM	↕	↕	↕	↕	↕	↕	↕
	14326	Bundesliga	September 30, 2009 10:00:00 AM	↕	↕	↕	↕	↕	↕	↕

1 - 5 10 ▶ ▶▶

Workflow Diagram

PromoProd

```

    graph LR
      Start(( )) --> A[Generate WO ID]
      A --> B[Search Content]
      B --> C[Move To MXFServer]
      C --> D{ }
      D --> E[Create Promo]
      E --> F[Review Promo]
      F --> G{ }
      G -- Yes --> H[Render Promo]
      G -- No --> I[Approved]
      I --> G
      H --> J[Distribute]
      J --> K[Publish]
      K --> End(( ))
  
```


Diagrama do Workflow e os Atores

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https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space for Media Hub

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NAB Dashboard

Tasks Instances Durations Alerts KPIs Alert Manager New Page

Active Work Orders

Export ... Search for: [] [Reset]

Diagram	Work Order ID	Feature Name	Due Date	Search Content	Move To MXFServer	Create Promo	Review Promo	Render Promo	Distribute	Publish
	111238	Bundesliga	October 7, 2009 5:00:00 AM							
	104743	MonTest2	October 7, 2009 5:00:00 AM							
	93350	MonTest1	October 7, 2009 6:00:00 AM							
	93052	ThuTest1	October 3, 2009 6:00:00 AM							
	14326	Bundesliga	September 30, 2009 10:00:00 AM							

1 - 5 10 > >>

Workflow Diagram

PromoProd

```

graph LR
    Start(( )) --> G[Generate WO ID  
ID: 111238]
    G --> S[Search Content  
emma  
8 m, 6.712 s]
    S --> M[Move To MXFServer  
0.431 s]
    M --> J1{ }
    J1 --> C[Create Promo  
ed  
2 m, 43.279 s]
    C --> R[Review Promo  
rose  
7 m, 11.098 s]
    R --> J2{ }
    J2 -- No --> J1
    J2 -- Yes --> J3{ }
    J3 --> E[Render Promo  
ed  
9 m, 10.358 s]
    E --> D[Distribute  
dick  
3 m, 16.813 s]
    D --> P[Publish  
0.975 s]
    P --> End(( ))
    
```

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Done 172.16.94.88:9443

Detalhes das Tarefas Humanas no Workflow

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https://172.16.94.88:9443/BusinessSpace/banner.jsp

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NAB Dashboard | Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Processing Time for All Work Orders

Export... Search for: [] Reset

COMPLETED	Work Order ID	Feature Name	CreationTime	Due Date	Generate WO ID Processing Time	Search Content Processing Time	Move To MXFServer Processing Time	Create Promo Processing Time	Review Pro

0

All Human Tasks

Actions

Description	Owner	Creation Time	Claim Time	Completion Time	Work Duration
Search Content >> ID: 93350, Event: MonTest1	emma	October 5, 2009 9:33:51 AM	October 5, 2009 9:34:02 AM	October 5, 2009 9:34:06 AM	4.686 s
Create Promo >> ID: 93350, Event: MonTest1	ed	October 5, 2009 9:34:14 AM	October 5, 2009 9:38:31 AM	October 5, 2009 9:38:49 AM	17.913 s
Review Promo >> ID: 93350, Event: MonTest1	rose	October 5, 2009 9:38:50 AM	October 5, 2009 9:39:06 AM	October 5, 2009 9:39:29 AM	22.635 s
Render Hi Res Promo >> ID: 93350, Event: MonTest1	ed	October 5, 2009 9:39:29 AM	October 5, 2009 9:39:49 AM	October 5, 2009 9:40:01 AM	11.713 s
Distribute Promo >> ID: 93350, Event: MonTest1	dick	October 5, 2009 9:40:01 AM	October 5, 2009 9:40:24 AM	October 5, 2009 9:40:33 AM	9.071 s

1 - 5 11 > >>

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Duração de cada etapa do Workflow

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File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

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NAB Dashboard Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Processing Time for All Work Orders

Export... Search for: [] Reset

Search Content Processing Time	Move To MXFServer Processing Time	Create Promo Processing Time	Review Promo Processing Time	Render Promo Processing Time	Distribute Processing Time	Publish Processing Time
8 m, 6.712 s	0.431 s	2 m, 43.279 s	7 m, 11.098 s	9 m, 10.358 s	3 m, 16.813 s	0.975 s
1 h, 1 m, 22 s	0 s	0 s	0 s	0 s	0 s	0 s
15.669 s	2.202 s	4 m, 35.209 s	39.012 s	31.43 s	31.87 s	7.457 s
12.102 s	11.069 s	53.293 s	41 m, 34.165 s	1 m, 11.625 s	8 m, 31.179 s	22.852 s
5 m, 13.086 s	0.492 s	1 m, 44.298 s	2 m, 5.454 s	1 m, 54.828 s	1 m, 40.907 s	1.234 s

1 - 5 101

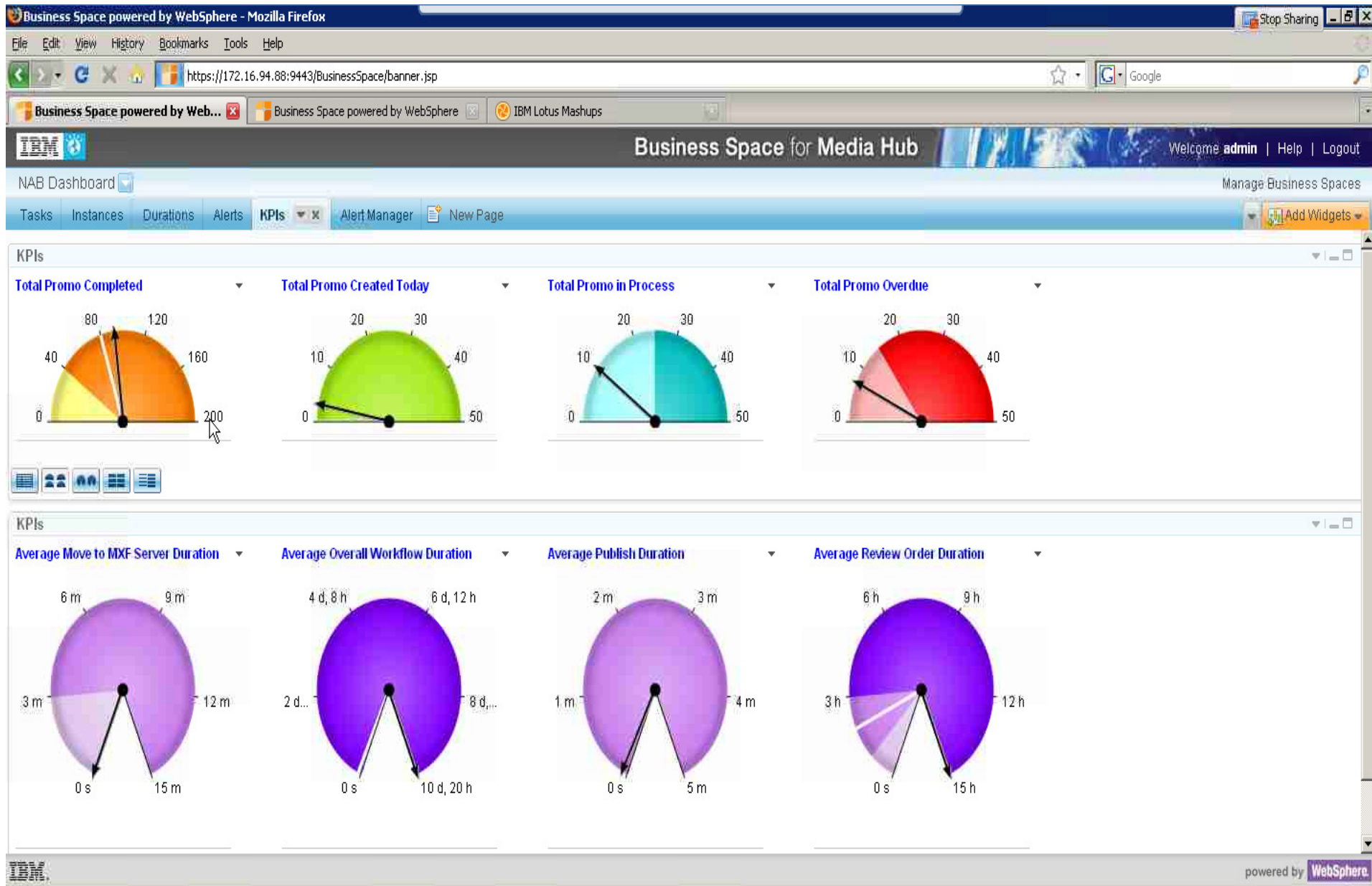
All Human Tasks

Actions

Description	Owner	Creation Time	Claim Time	Completion Time	Work Duration
Search Content >> ID: 93350, Event: MonTest1	emma	October 5, 2009 9:33:51 AM	October 5, 2009 9:34:02 AM	October 5, 2009 9:34:06 AM	4.686 s

powered by WebSphere

KPIs – Duração de cada Etapa do Workflow



Gerenciamento de Alertas

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NAB Dashboard Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Alert Manager

Alerts to Display: All alerts

New Alert Save

Alert Name	Description	Owner	<input checked="" type="checkbox"/> Dashboard Alert	<input type="checkbox"/> Cell Phone	<input type="checkbox"/> E-mail	<input type="checkbox"/> Pager	Actions
Average Review Duration Exceeded Low	Average Review Duration Exceeded Low	nabadmin1	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	
Average Review Duration Exceeded Upper	Average Review Duration Exceeded Upper	nabadmin2	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	

Alertas

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Business Space for Media Hub | Welcome admin | Help | Logout

NAB Dashboard | Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page

Alerts

Mark Read Mark Unread Forward Alert Remove

Subject	Date and Time
• Average Review Duration Exceeded Lower Limit	July 22, 2009 8:20:11 AM
• Average Review Duration Exceeded Upper Limit	July 22, 2009 8:20:11 AM
• Average Review Duration Exceeded Upper Limit	May 23, 2009 6:30:11 PM
• Average Review Duration Exceeded Lower Limit	May 21, 2009 3:30:11 AM
• Average Review Duration Exceeded Upper Limit	April 8, 2009 4:00:11 AM
• Average Review Duration Exceeded Lower Limit	April 8, 2009 12:00:11 AM
Average Review Duration Exceeded Upper Limit	April 7, 2009 7:10:10 PM
• Average Review Duration Exceeded Lower Limit	April 7, 2009 12:05:10 AM

1 - 8 8

Current Tasks

Mode: Normal Transfer

View by: Assigned Group by: Owner Show: All Sort by: Priority Filter:

Tasks per page: 10 1 - 2

KPIs

KPI Name	Status	Value	Target	Actions	Value in Range
Average Move to MXF Server Duration		1.393 s			
Average Overall Workflow Duration		11 d, 6 h, 51 m, 12.41 s	2 h, 0 m, 0 s		

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Done 172.16.94.88:9443

Detalhando Alertas

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File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

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Business Space for Media Hub Welcome admin | Help | Logout

NAB Dashboard Manage Business Spaces

Tasks Instances Durations Alerts KPIs Alert Manager New Page Add Widgets

Current Tasks Mode: Normal Transfer

View by: Assigned Group by: Owner Show: All Sort by: Priority Filter:

Emma [emma] Tasks assigned

Task name	Status	Due date	Priority	Started
<input type="checkbox"/> Search Content	In progress	None	Low	10 Days 22 Hours ago

Rose [rose] Tasks assigned

Task name	Status	Due date	Priority	Started
<input type="checkbox"/> Review Promo	In progress	None	Low	13 Days 21 Hours ago

Tasks per page: 10 1 - 2

KPIs

KPI Name	Status	Value	Target	Actions	Value in Range
Average Move to MXF Server Duration		1.393 s			
Average Overall Workflow Duration		11 d, 6 h, 51 m, 13.41 s	2 h, 0 m, 0 s		
Average Publish Duration		3.666 s			
Total Promo in Process		10	0		
Total Promo Overdue		7	0		

powered by WebSphere

Done 172.16.94.88:9443

Alertas e KPIs

Business Space powered by WebSphere - Mozilla Firefox

File Edit View History Bookmarks Tools Help

https://172.16.94.88:9443/BusinessSpace/banner.jsp

Business Space powered by WebSphere | Business Space powered by WebSphere | IBM Lotus Mashups

Business Space for Media Hub | Welcome admin | Help | Logout

NAB Dashboard | Manage Business Spaces

Tasks | Instances | Durations | Alerts | KPIs | Alert Manager | New Page | Add Widgets

Current Tasks

Mode: Normal | Transfer

View by: Assigned | Group by: Owner | Show: All | Sort by: Priority | Filter:

Emma [emma] | Tasks assigned

Task name	Status	Due date	Priority	Started
<input type="checkbox"/> Search Content	In progress	None	Low	10 Days 22 Hours ago

Rose [rose] | Tasks assigned

Task name	Status	Due date	Priority	Started
<input type="checkbox"/> Review Promo	In progress	None	Low	13 Days 21 Hours ago

Tasks per page: 10 | 1 - 2

KPIs

KPI Name	Status	Value	Target	Actions	Value in Range
Average Move to MXF Server Duration		1.393 s			
Average Overall Workflow Duration		11 d, 6 h, 51 m, 19.978 s	2 h, 0 m, 0 s		
Average Publish Duration		3.666 s			
Average Review Order Duration		1 d, 0 h, 2 m, 10.612 s	2 h, 0 m, 0 s		
Total Promo Completed		92	80		

powered by WebSphere

Componentes do IBM Media Hub

Componentes Principais:

- D04Q3LL - IBM MEDIA EXTENDER FOR WEBSPHERE ENTERPRISE SERVICE BUS APPLICATION INSTANCE
- D572ZLL - IBM WEBSPHERE PROCESS SERVER FOR MULTIPLATFORMS PROCESSOR
- D5571LL - IBM WEBSPHERE INTEGRATION DEVELOPER AUTHORIZED USER
- D53V1LL - IBM WEBSPHERE BUSINESS MODELER ADVANCED USER
- D56KQLL - IBM WEBSPHERE BUSINESS MONITOR PROCESSOR VALUE UNIT

Componentes adicionais :

- Transcoder: Telestream Flip Factory 6.1, Anystream Agility 5.8, mPoint
- Datamover: FileCatalyst 2.6, Aspera 1.4.3
- Lotus Mashup Center 1.1
- IBM Enterprise Metadata Management Solution
- WebSphere Services Registry and Repository
- ITCAM for Applications

Link técnico da solução:

http://www-01.ibm.com/software/integration/wsesb/media_extender.html



Cases com Media Hub

Midia, TV, Telecom, Web Midia e IPTV



Media Hub Customers – Midia e Telecom

2006 - 2008

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

Full Deployment in 2009

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

Novas Implementações – 2009

- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓
- ✓

COMPETITIVE WINS: LARGELY INVEST ACCOUNTS

- 6 of the top 8 US Broadcasters
- 3 largest European Broadcasters
- Largest broadcaster in China
- Anchor “telemedia” accounts at AT&T, Bharti

2006 - 2008

2009



Tata Sky: Lançamento de Televisão por Satélite com velocidade sem precedentes

Desafio

Maior conglomerado indiano Tata Group queria tornar-se um pioneiro no país do recém-inaugurado Direct To Home (DTH) no mercado de televisão por satélite.

Para alcançar suas ambiciosas metas de crescimento e penetração no mercado, a empresa precisava dar o primeiro passo para lançar a sua oferta antes dos seus concorrentes.

Solução

Tata escolheu a IBM para construir um sólido e flexível modelo de negócio e arquitetura orientada a serviços (SOA) para lançar o seu novo serviço de radiodifusão por satélite Sky Tata utilizando o IBM Media Hub Framework integrando ERP SAP, CRM Siebel e todos os conteúdos digitais necessários. Este projeto foi o primeiro de seu tipo na Índia.



Benefícios para o Negócio

- Lançamento do negócio em apenas seis meses, com início a partir do zero
- Passou da marca de um milhão de conexões em seu primeiro ano de operações, a taxa de crescimento mais rápido na história mundial para este tipo de negócios, e está no caminho para atingir uma meta de oito milhões de conexões até 2012.
- Alcançado meta de instalação em casa dentro de um determinado prazo com o serviço de acesso imediato.
- Perfeita integração de serviço ao cliente em todos os canais, incluindo call centers, ao balcão ou através da Web
- Tata Sky se posicionou muito bem para tirar vantagem da solução IBM Media Hub e criar uma solução de mídia com alta capacidade de arquitetura orientada a serviços.

AT&T: Inovando Modelos de Negócio

Realizar a promessa da convergência de novas mídias do mundo, com uma experiência mais integrada para o cliente, reunindo tecnologias emergentes e novos modelos de negócios

- Investimento de capital para implementar a Rede de Nova Geração (Next Generation Network)
- *Habilitar novos serviços de conteúdo digital com foco em IP Television (IPTV) e Video on Demand*
- Requisitos, desenho e integração de conteúdo com avançada Service Delivery Platform.
- Servers e middleware para prover flexibilidade, escalabilidade e robustez.
- *Acelerar “time to market” e melhorar a experiência do consumidor*



Lifestyle Enabler – Criando uma comunidade de serviços Bharti Airtel

Business Challenge

Bharti needed:

- A business-driven framework for integration allowing it to implement and deliver new services rapidly
- The ability to scale the business to support massive growth
 - 2004: 4M subscribers
 - 2008: 80M subscriber
 - 2012: 200M subscribers
- Improve customer experience when shopping for content



Solution

- Bharti Airtel entered into a 10-year agreement with IBM to transform its processes and take on the management of its IT infrastructure
- IBM Service Provider Delivery Environment
- Service Delivery Platform providing Content Services, Messaging and Partner Enablement
- Mobile Portal for user interface:
 - 1.2M unique users per day
 - 200 portal views per second
 - 11k concurrent users

Benefits

First to offer integrated services in India

Over 1000 companies from India and abroad to partner with Bharti using their SDP by 2010

The time to market for new service is reduced significantly — by up to 90%

Activation time for new mobile accounts has been reduced from 20 minutes to 2 minutes

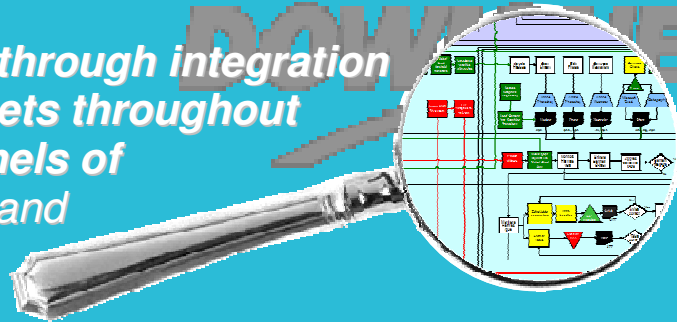
The SDP helps uniquely channel advertisements to Bharti's 80 million subscribers

IBM MediaHub Solutions - Dow Jones e NFL (National Football League)

Business Challenge

DOWJONES

Reduce costs through integration of content assets throughout multiple channels of delivery (Print and Internet).



Solution & Findings

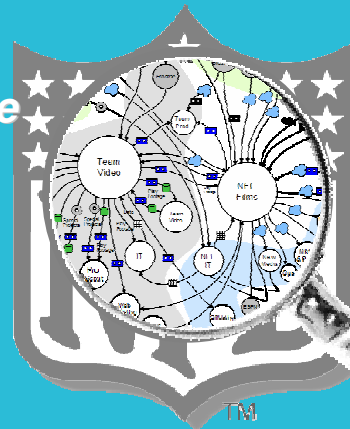
- Conducted analysis to look for opportunities to improve content formats & handling.
- Develop plan and strategy to standardize content format across divisions.
- Establish plan for enterprise content platform.

Benefits

- Cost Savings through re-engineered workflow plus a direct impact on future revenue from the creation of new and on-demand electronic product.



Generate new revenue through integrating content process between 32 teams and NFL Films to streamline content production and new programming



- Conducted analysis to look for high value content and improve show production.
- Implemented integrated content repository connected to production environment.
- New broadcast programming and ad revenue through better use of existing content.
- New internet revenue opportunities with content not previously available.

Source: IBM Business Consulting Services



Case Masters.org

**Torneio de Golf com interatividade
implementado com Media Hub**



Masters 2008 e 2009 - <http://www.masters.org>

Television audience

100 million worldwide

15% increase year on year

Website audience (www.masters.org)

5.4 million unique visitors

16% increase year on year

2.2 million unique visitors on Friday (April 11th)

Streaming video audience (Masters Live)

6.7 million video stream requests

59% increase year on year

Exclusive full screen streaming video content on <http://www.masters.org>

- Par 3 Contest,
- Bonus coverage on Masters Extra,
- Amen Corner Live,
- Hole Nos. 15 and 16 Live
- Interview Channel.

Average time per user on website > 90 minutes



THE OFFICIAL SITE OF THE MASTERS TOURNAMENT

MASTERS

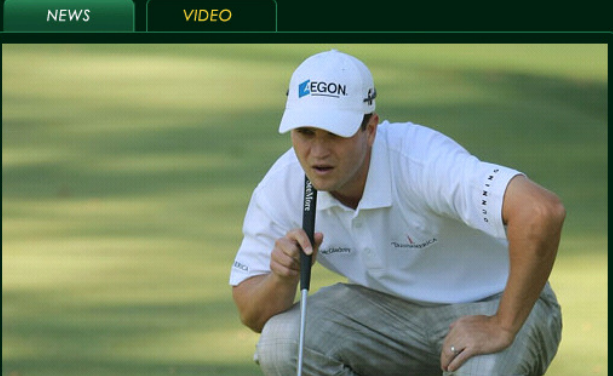
April 7-13, 2008

日本語のページにリンク

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Search

- LEADER BOARD
- PLAYERS
- NEWS & PHOTOS
- THE COURSE
- VIDEO & GAMES
- BLOGS
- TOURNAMENT INFORMATION
- HISTORY



Johnson Ends Wonderful Year As Champion
 Zach Johnson closed his year as Masters Champion Sunday with a bit of sadness after a final round 77, but pride that he would return as a past Champion for the rest of his career.

Current Leaders

T. Immelman	-8
Trevor Immelman	Today: +3 Thru: 18
T. Woods	-5
S. Cink	-4
B. Snedeker	-4
P. Mickelson	-2

Next on Tee

FULL LEADERBOARD

- AUGUSTA LIVE**
Full Screen Video
- Amen Corner Live**
Amen Corner coverage has now concluded. Thank you for tuning in.
 - Masters Extra**
Masters Extra coverage has now concluded. Thank you for tuning in.
 - Hole Nos. 15 and 16**
Hole 15 and 16 coverage has now concluded. Thank you for tuning in.
 - Immelman, Trevor**
Trevor Immelman is the 2008 Masters Champion.
 - Par 3 Tournament**
Coverage has concluded for 2008.

IBM designed and managed the website integrating with the IBM event scoring and statistics engine

The new full screen live video feed

PARTICIPATE SUBMIT YOUR IDEA BLOGS

Golf Goes Worldwide
We know you love golf and we think you're a person willing to lend a hand. So we're here asking for your help. We're asking you to submit your ideas on how to get people playing, watching and talking about golf.

SUBMIT YOUR IDEA

NEWS LATEST NEWS MOST POPULAR

- Sunday's Masters Notes
- An Interview with Masters Champion Trevor Immelman
- The Green Jacket Ceremony
- A Big Number: Masters Experiences Worldwide Growth
- Chairman Billy Payne Announces Golf Goes Worldwide Initiative

MORE

VIDEO HIGHLIGHTS SEARCHABLE CREATE & SHARE

Search for your favorite video clips from Masters past and present.

GO

MYMASTERS.ORG ADD/CHANGE

Trevor Immelman (South Africa)

CURRENT POSITION/SCORES

Rnd. 1	Rnd. 2	Rnd. 3	Rnd. 4	Total
68	68	69	75	280

Today: +3 Overall: -8 Position: 1

Current Hole:

In the Clubhouse

NEWS, PHOTOS AND INTERVIEWS

- Immelman Following Player's Success
- 2008 Masters champion Trevor Immelman
- Zach Johnson and the 2008 Masters Champion

Web site Personalization

GAMES AMEN CORNER PUTTING BEST BALL CHALLENGE

Test your putting skills on Amen Corner

PLAY

2008 MASTERS JOURNAL

Order your 2008 Journal

SCHEDULES

- TV SCHEDULE
- LIVE VIDEO SCHEDULE
- TOURNAMENT SCHEDULE

PATRON NEWSLETTER

PHOTOS UPLOAD YOUR PHOTOS

MOST POPULAR PATRON PHOTOS

PARTICIPATE [SUBMIT YOUR IDEA](#) [BLOGS](#)

Golf Goes Worldwide
We know you love golf and we think you're a person willing to lend a hand. So we're here asking for your help. We're asking you to submit your ideas on how to make playing, watching and talking about...

[SUBMIT YOUR IDEA](#)

User submissions

NEWS [LATEST NEWS](#) [MOST POPULAR](#)

[Sunday's Masters Notes](#)
[An Interview with Masters Champion Trevor Immelman](#)
[The Green Jacket Ceremony](#)
[A Big Number: Masters Experiences Worldwide Growth](#)
[Chairman Billy Payne Announces Golf Goes Worldwide Initiative](#)

VIDEO HIGHLIGHTS [SEARCHABLE](#) [CREATE & SHARE](#)

Search for your favorite video clips from Masters past and present.

User submissions

MYMASTERS.ORG [ADD/CHANGE](#)

Customize Your Players

Select players from the "Select Players" list to the left and the players name will automatically be added to the "Your Custom Players" list. You can select up to five players to follow throughout the Masters Tournament. Click "Close & Save" to follow your players.

SELECT PLAYERS

- Watson, Bubba
- Watson, Tom
- Weaver, Drew
- Weekley, Boo
- Weir, Mike
- Wen-Chong, Liang
- Westwood, Lee
- Wetterich, Brett
- Zoeller, Fuzzy

YOUR CUSTOM PLAYERS

- Immelman, Trevor
- Woods, Tiger
- Woosnam, Ian

You may also search for players to add by entering their name in the field below.

Type Player Name

remove a player from your Custom Players click on the players name. The player will be transferred back to the Select List.

[CLEAR SELECTIONS](#)

[CLOSE & SAVE](#)

Customized player list

GAMES [AMEN CORNER PUTTING](#) [BEST BALL CHALLENGE](#)

Test your putting skills on Amen Corner

[PLAY](#)

Online games

2008 MASTERS JOURNAL

SCHEDULES

- [TV SCHEDULE](#)
- [LIVE VIDEO SCHEDULE](#)
- [TOURNAMENT SCHEDULE](#)

PATRON NEWSLETTER

Register to receive periodic Masters updates.

Enter Your Email [SUBMIT](#)

PUBLICATIONS / MOVIES

- [PUBLICATIONS](#)
- [MOVIES](#)

PHOTOS [UPLOAD YOUR PHOTOS](#)

[MOST POPULAR](#) [PATRON PHOTOS](#)

User submissions

The Masters Live – streaming video experience

The screenshot shows a web browser window titled "http://www.masters.org - Official Site of the Masters Tournament - Augusta Live". The interface features a central green golf course background with a hole in the center. Various interactive elements are highlighted with yellow callout boxes:

- Rotating sponsor logos:** Located at the top right, featuring the ExxonMobil logo.
- Drop down live data overlays:** Located on the left side, with callouts for "PLAYER" and "HOLE" buttons.
- Broadcast TV live streaming video:** The central area of the page.
- Live video thumbnails and navigation:** Located at the bottom center, with callouts for "INTERVIEW", "AMEN CORNER", and "HOLES 15 & 16" buttons.
- Customizable alerts:** Located at the bottom right, with callouts for "ALERTS ON OFF EDIT" buttons.
- Full screen expansion:** A "FULL SCREEN" button with an arrow icon at the bottom right.
- Live scoring ticker:** A horizontal bar at the bottom displaying player names and scores, such as "LEADER: T. Immelman -8", "iddeley +4", "B. Bateman +3", "J. Byrd +5", "A. Cabrera +4", "M. Calcavecchia +9", "M. Campbell +4", "P. Casey E", "K. Choi +10", "D. Chopra +6", and "S".

The Masters Live – customizing the player alerts

The screenshot shows a web browser window with the URL <http://www.masters.org> - Official Site of the Masters Tournament - Augusta Live. The page features a background image of a golfer on a green. Navigation buttons include 'PLAYER', 'HOLE', 'LEADERBOARD', 'INTERVIEW', 'AMEN CORNER', and 'HOLES 15 & 16'. A 'POWERED BY IBM' logo is in the top left, and an 'at&t' logo is in the top right. A central dialog box titled 'Select up to 5 players to add to your Custom List and receive alerts about those players.' contains two columns: 'SELECT PLAYERS' and 'YOUR CUSTOM LIST'. The 'SELECT PLAYERS' column lists names like Allenby, Robert; Ames, Stephen; Appley, Stuart; Austin, Woody; Baddeley, Aaron; Bateman, Brian; Byrd, Jonathan; Cabrera, Angel; and Calcevecchia, Mark. The 'YOUR CUSTOM LIST' column lists Garcia, Sergio; Immelman, Trevor; Woods, Tiger; Woosnam, Ian; and Zoeller, Fuzzy. Below the lists is a search field labeled 'Search for players by last name:' and buttons for 'Clear List' and 'Confirm'. At the bottom right, there are 'ALERTS ON OFF' buttons and a 'FULL SCREEN' button.

http://www.masters.org - Official Site of the Masters Tournament - Augusta Live

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at&t

PLAYER

HOLE

LEADERBOARD

Select up to 5 players to add to your Custom List and receive alerts about those players.

SELECT PLAYERS	YOUR CUSTOM LIST
Allenby, Robert	Garcia, Sergio
Ames, Stephen	Immelman, Trevor
Appley, Stuart	Woods, Tiger
Austin, Woody	Woosnam, Ian
Baddeley, Aaron	Zoeller, Fuzzy
Bateman, Brian	
Byrd, Jonathan	
Cabrera, Angel	
Calcevecchia, Mark	

Search for players by last name:

Clear List

Confirm

ALERTS ON OFF EDIT

FULL SCREEN

LEADER: T. Immelman -8

Chopra +8 S. Cink -4 T. Clark +8 F. Couples +4 B. Crenshaw +8 B. Curtis +6 L. Donald +4 N. Dougherty +5 E. Els +4 N. Fasth

The Masters Live – live leaderboard overlay

http://www.masters.org - Official Site of the Masters Tournament - Augusta Live

POWERED BY IBM

PLAYER

HOLE

ExxonMobil

SELECT VIEW: Entire Field LEADERBOARD

Round 4

RANK	NAME	LEADERS																		
		HOLE	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
11	T. IMMELMAN	10	10	10	10	11	11	11	10	10	10	10	9	10	10	10	8	8	8	8
5	T. WOODS	5	5	4	4	5	5	5	5	5	4	5	5	5	4	4	4	4	4	5
4	S. CINK	5	6	6	6	5	5	5	5	4	3	2	2	2	3	3	4	4	4	4
3	B. SNEDEKER	8	10	9	9	9	8	7	7	6	6	5	6	5	4	5	4	4	4	4
2	P. MICKELSON	2	2	2	1	1	1	2	2	2	2	2	1	2	3	3	2	2	2	2
2	P. HARRINGTON	2	3	4	4	4	4	4	4	3	3	2	2	2	1	2	2	2	2	2
3	S. FLESCHE	8	8	8	8	8	7	8	8	8	8	6	6	6	5	4	3	2	2	2
3	M. JIMENEZ	3	3	3	3	4	4	2	2	2	2	2	2	1	0	0	0	0	0	1
2	R. KARLSSON	1	1	2	2	2	2	1	1	0	1	0	0	0	0	2	2	1	1	1
2	A. ROMERO	2	2	2	2	2	2	1	2	2	2	1	1	1	0	1	1	1	1	1

INTERVIEW AMEN CORNER HOLES 15 & 16

ALERTS ON OFF EDIT

LEADER: T. Immelman -8 Couples +4 B. Crenshaw +8 B. Curtis +6 L. Donald +4 N. Dougherty +5 E. Els +4 N. Fasth +8 S. Flesch -2 R. Floyd +10 J. Furyk FULL SCREEN

The Masters Live – customized live leaderboard overlay

http://www.masters.org - Official Site of the Masters Tournament - Augusta Live

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ExxonMobil

PLAYER

HOLE

Hole 11 Hole 12 Hole 13

White Dogwood Par 4 | 505 Yards

More Info

SELECT VIEW: Custom Players LEADERBOARD

Round 4

RANK	NAME	LEADERS																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
11	T. IMMELMAN	10	10	10	10	11	11	11	10	10	10	10	9	10	10	8	8	8	8
5	T. WOODS	5	5	5	4	4	5	5	5	4	5	5	4	4	4	4	4	5	5
6	I. WOOSNAM	7	6	6	7	7	8	8	8	9	10	10	11	11	10	10	11	12	12

Leader

Trevor Immelman -10

12th Hole - For Bogey

INTERVIEW AMEN CORNER HOLES 15 & 16

ALERTS ON OFF EDIT

FULL SCREEN

LEADER: T. Immelman -8 E. Els +4 N. Fash +8 S. Flesch -2 R. Floyd +10 J. Furyk +5 S. Garcia +4 R. Goosen +2 R. Green +8 T. Hamilton +7 A. Hansen

The Masters Live – live data widgets and live video thumbnail

http://www.masters.org - Official Site of the Masters Tournament - Augusta Live

POWERED BY at&t

PLAYER Hole 15 Hole 16

No Players currently on Hole No. 16.

HOLE Hole 15 Hole 16

Firethorn Par 5 | 530 Yards

More Info

SELECT VIEW: Custom Players LEADERBOARD

Round 4

		LEADERS																	
RANK	NAME	HOLE																	
		1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
11	T. IMMELMAN	10	10	10	10	11	11	11	10	10	10	9	10	10	8	8	8		
5	T. WOODS	5	5	5	4	4	5	5	5	4	5	5	4	5	4	4	4	5	
6	I. WOOSNAM	7	6	6	7	7	8	8	8	9	10	10	11	11	10	10	11	12	

INTERVIEW AMEN CORNER HOLES 15 & 16

ALERTS ON OFF EDIT FULL SCREEN

LEADER: T. Immelman -8 J. Holmes +4 C. Howell III +4 T. Immelman -8 M. Jimenez -1 Z. Johnson +3 R. Karlsson -1 S. Katayama +8 M. Kaymer +4 J. Kelly



Obrigado

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