IBM Media Hub Solution Framework

Solução Inteligente de Media para TV Digital

Smarter solutions for a creative world

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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 focas nas necessidades dos consumidores.
3. **Transformar** e empresa para o mercado futuro entendendo as oportunidades de inovação e novos modelos de negócio.

Smarter Media Solutions

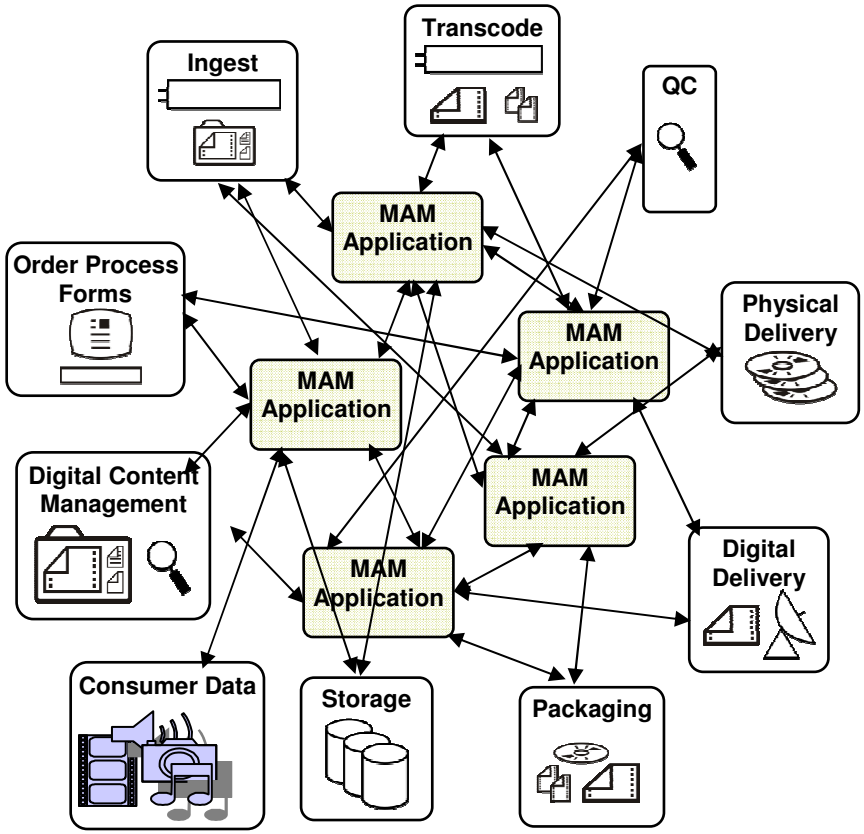
- **Prover conectividade e velocidade.**
- **Personalizar ofertas aos clientes.**
- **Segurança e eficiência.**
- **Investir em sistemas e infra-estrutura inteligentes.**

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

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 de duplicação de investimentos e limitado compatilhamento;
- Múltiplas fontes de dados e de conteúdo causam redundâncias na inserção e distribuição.



Exemplo de Processo de Broadcast

IBM Media Hub

Flexibidade, visibilidade e responsividade nos processos

Mídia & Entretenimento

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 flexivel para alterar/incluir modelos
- ✓ Automação de Processos
- ✓ Gestão do relacionamento com parceiros
- ✓ Visibilidade dos processos de negócio

Processos

Meta Data

Orquestração de Processos

Transações

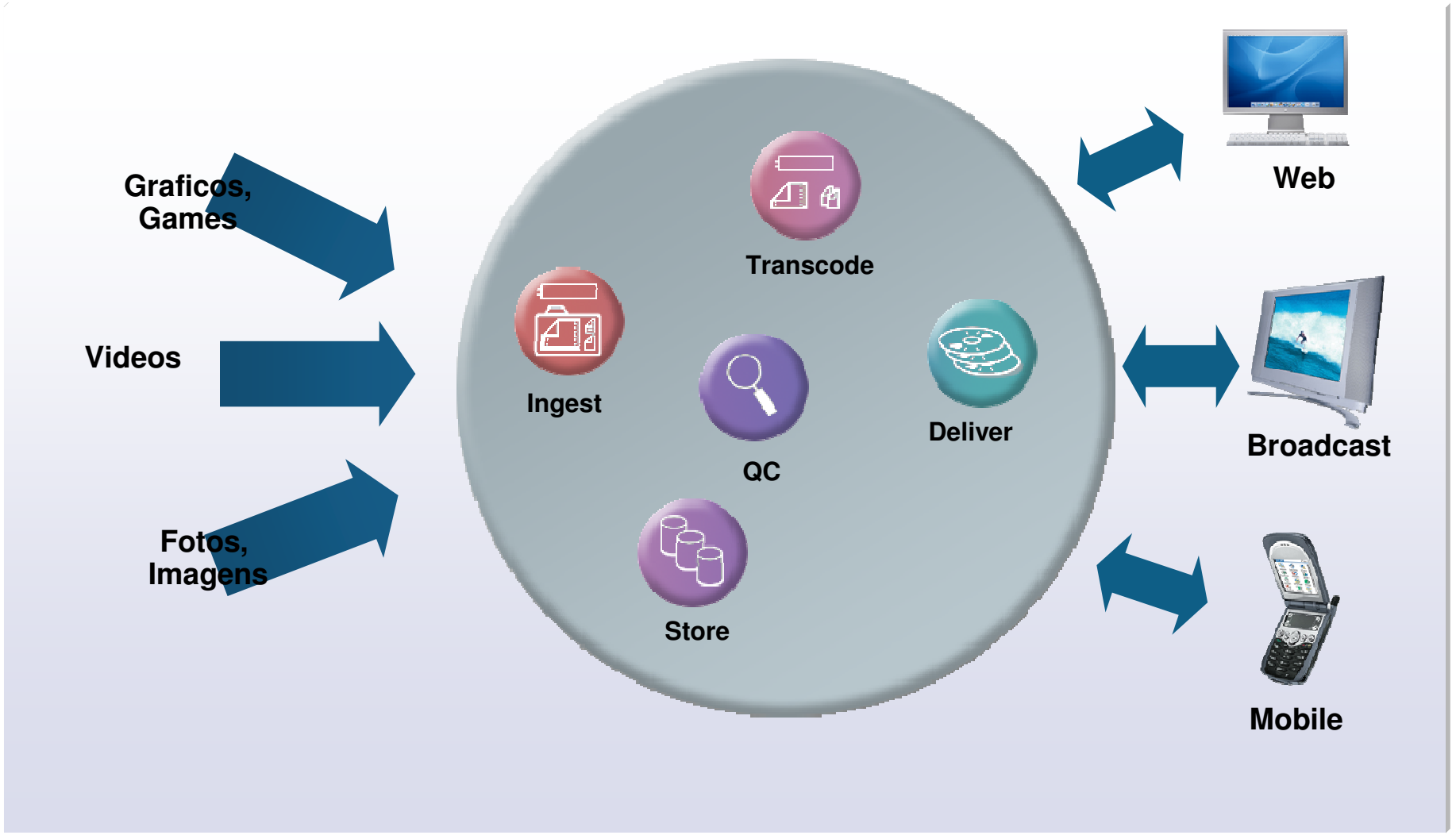
Conteúdo

Media Hub: *uma plataforma de serviços de midia que automatiza e integra aplicações e conteúdo digital.*

- ✓ Integração com Vendas

Multi-canal com Media Hub

Processos dinâmicos e flexiveis



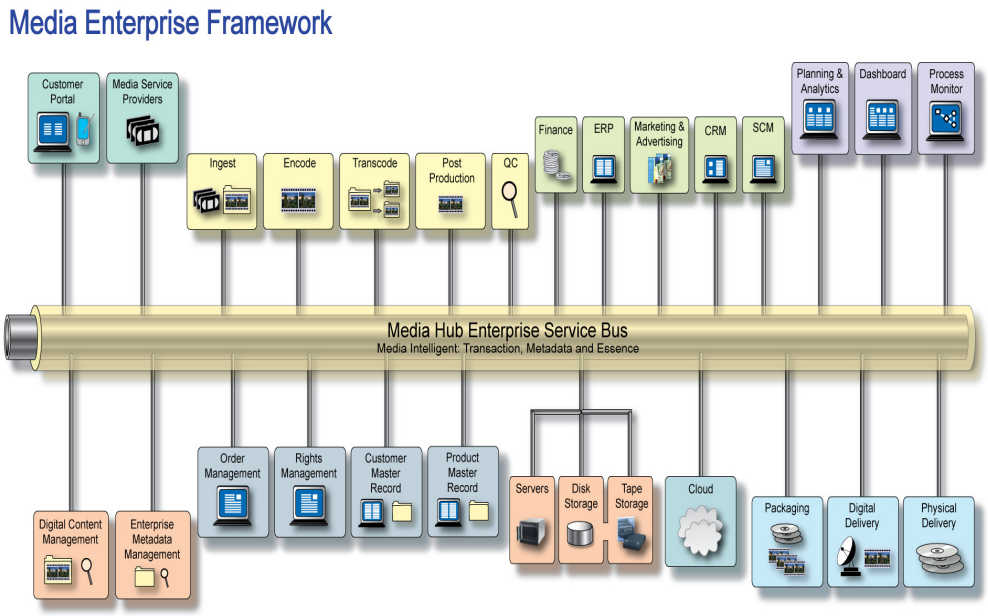
Media Hub Overview

O que é o IBM Media Hub?

- IBM MediaHub é um Framework flexível e dinâmico para integração de serviços e coreografia de processos de midia digital.

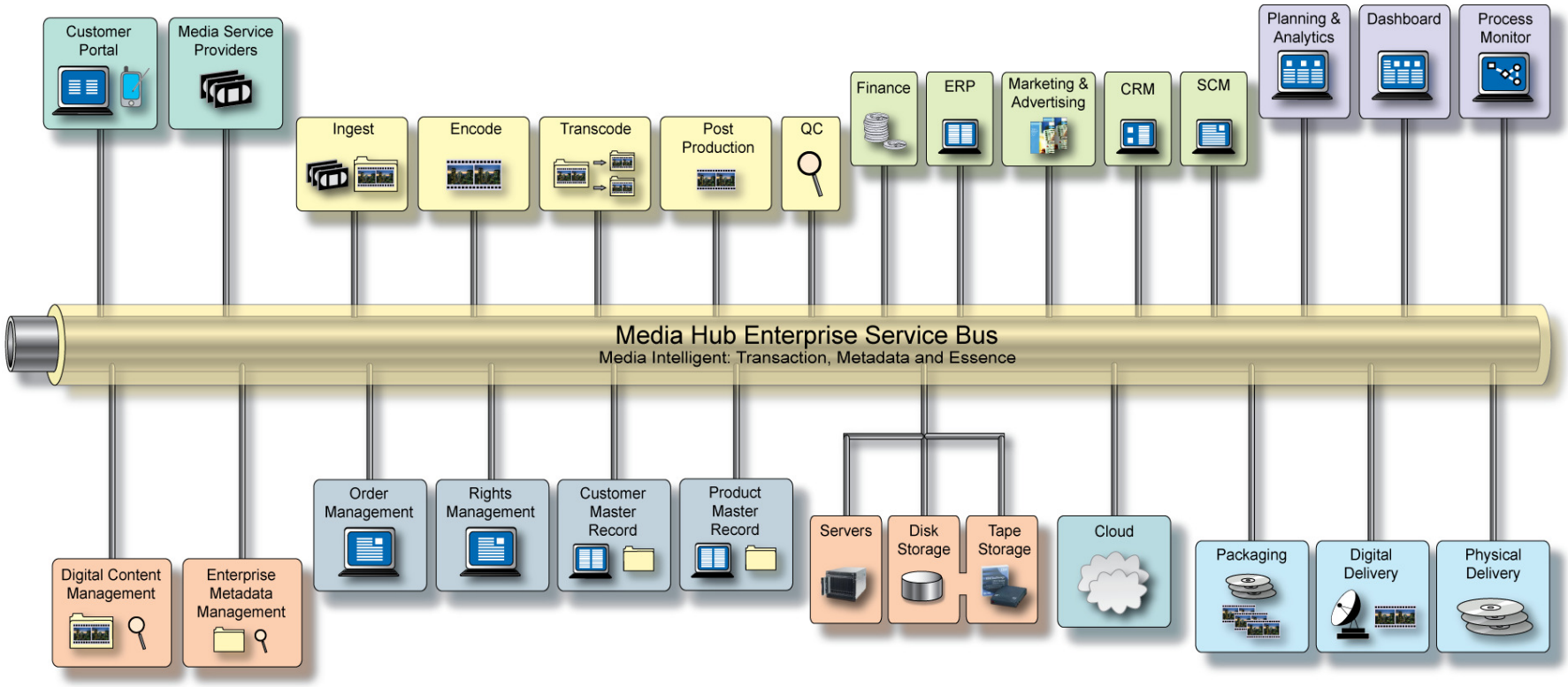
- Um set de soluções baseado em SOA com serviços e software **IBM para aprimorar novos negócios conectando conteudo digital, processos de negócio e sistemas.**

- MediaHub permite a integração de conteúdo, criação, gerenciamento e distribuição de conteúdo digital em tempo real.



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.

Beneficios do MediaHub

Roteamento Dinâmico de Conteúdo

Conteúdo roteado via enterprise service bus (ESB) inteligente.

Persistência

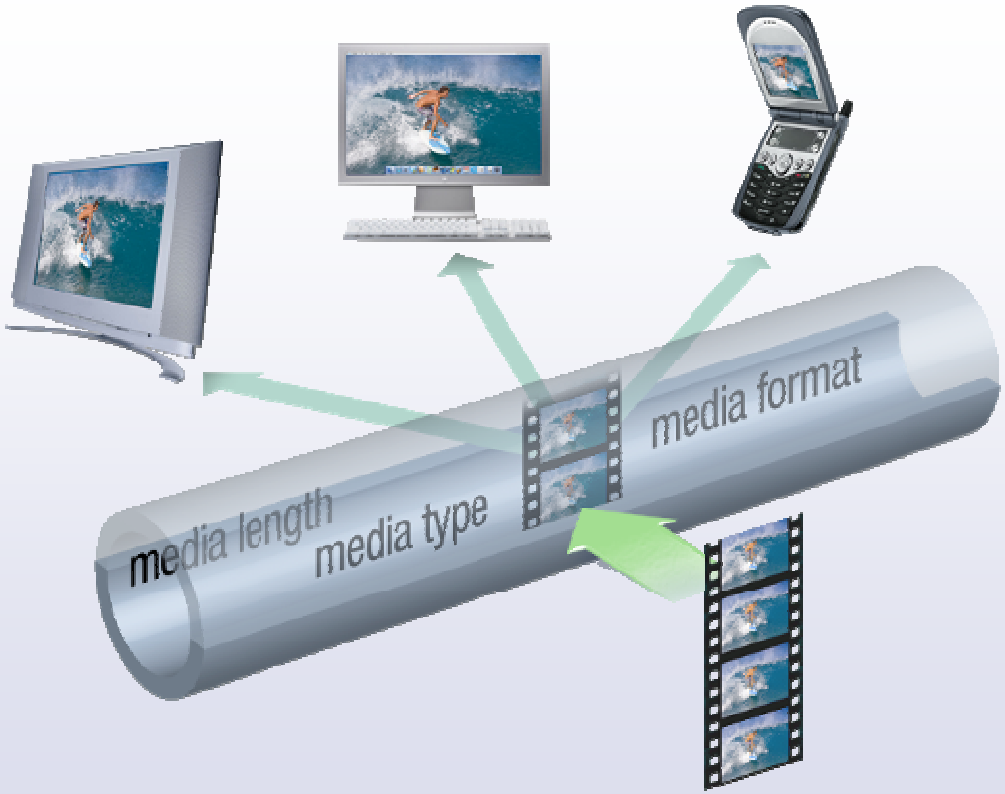
Garante entrega do conteúdo certo no local certo.

Transformação

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

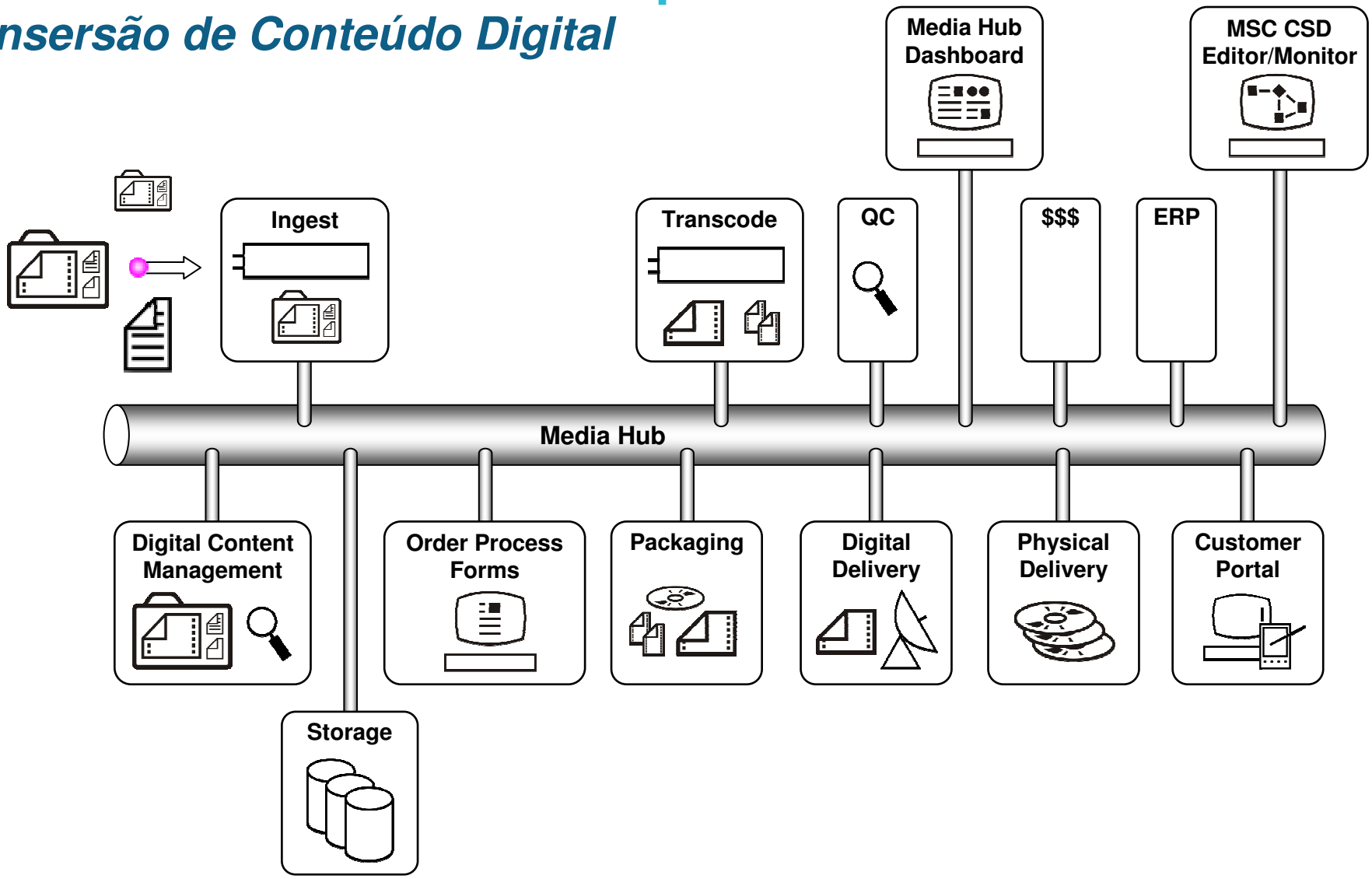
Mediação

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

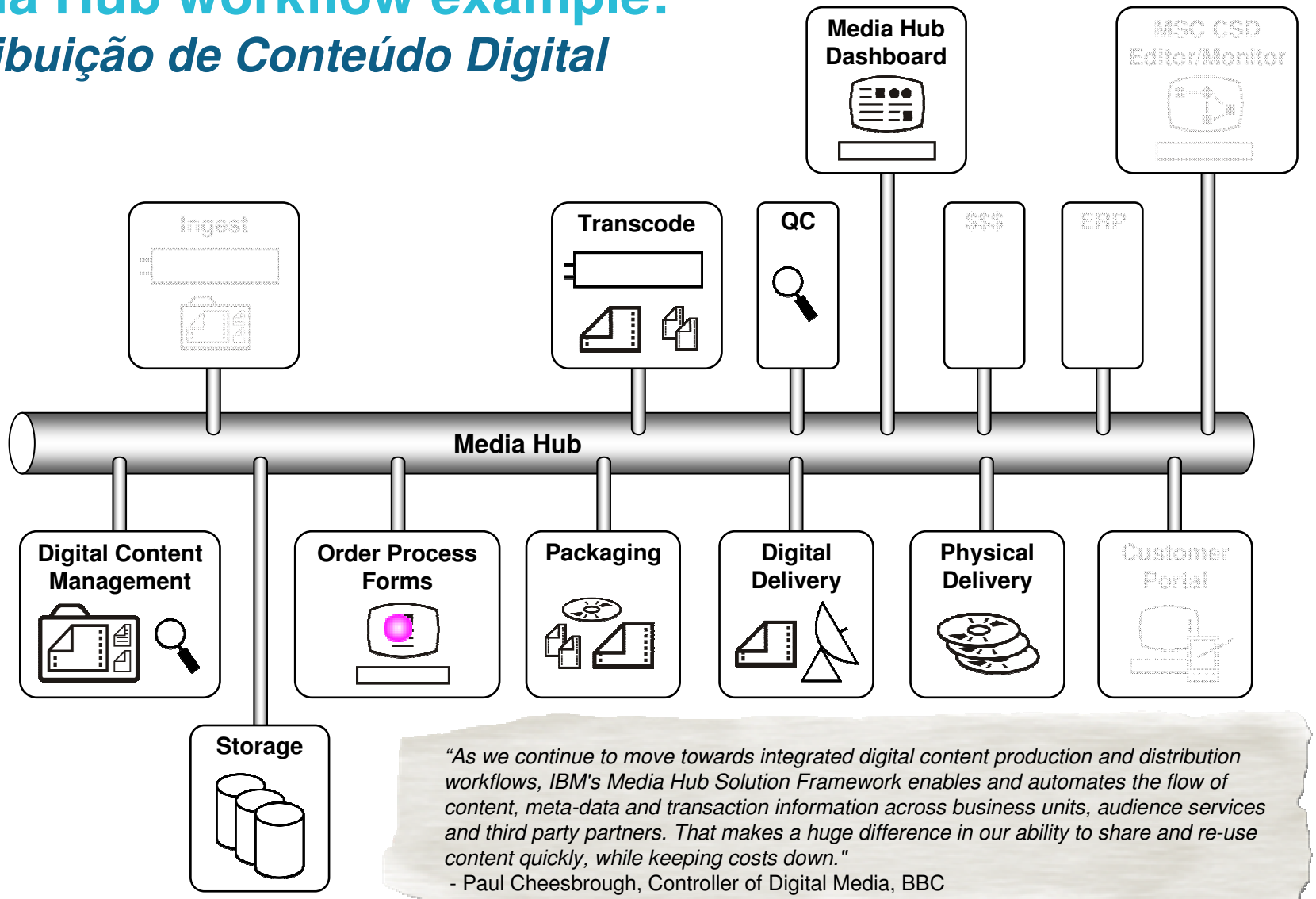


Media Hub workflow example:

Insersão de Conteúdo Digital

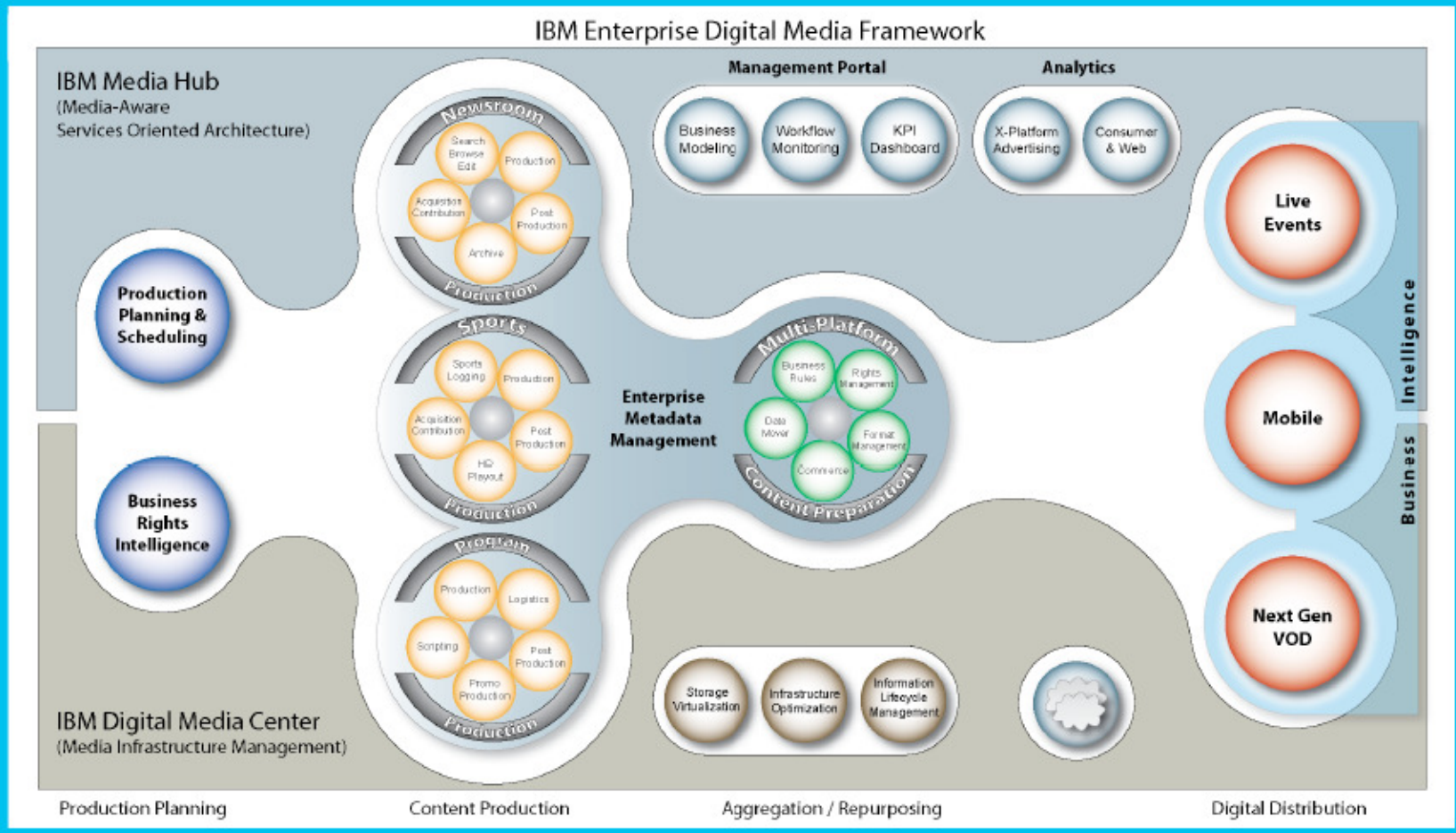


Media Hub workflow example:
Distribuição de Conteúdo Digital



"As we continue to move towards integrated digital content production and distribution workflows, IBM's Media Hub Solution Framework enables and automates the flow of content, meta-data and transaction information across business units, audience services and third party partners. That makes a huge difference in our ability to share and re-use content quickly, while keeping costs down."
- Paul Cheesbrough, Controller of Digital Media, BBC

IBM Production & Distribution Integrated Digital Workflows



Media Hub – Detalhes da Arquitetura

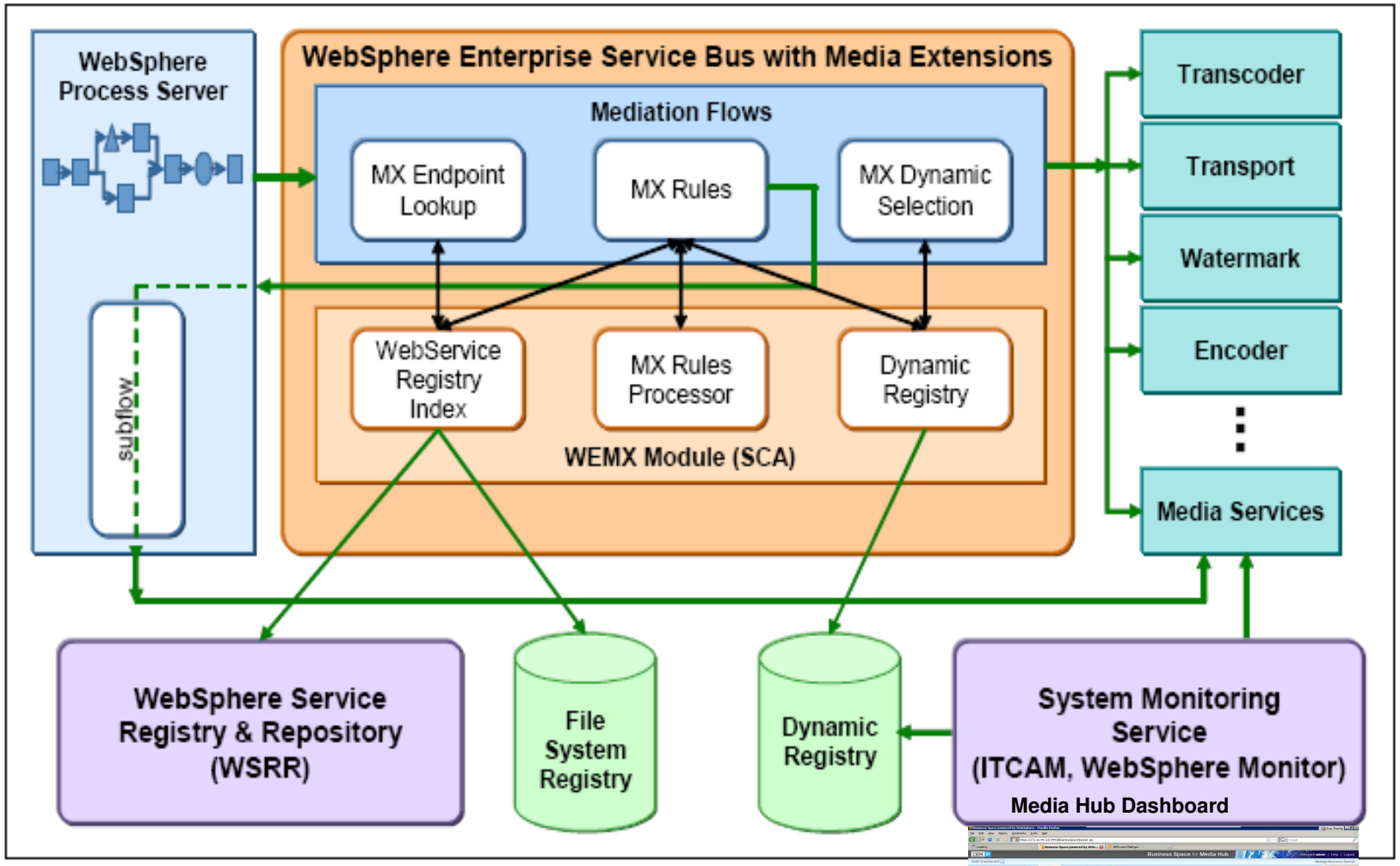
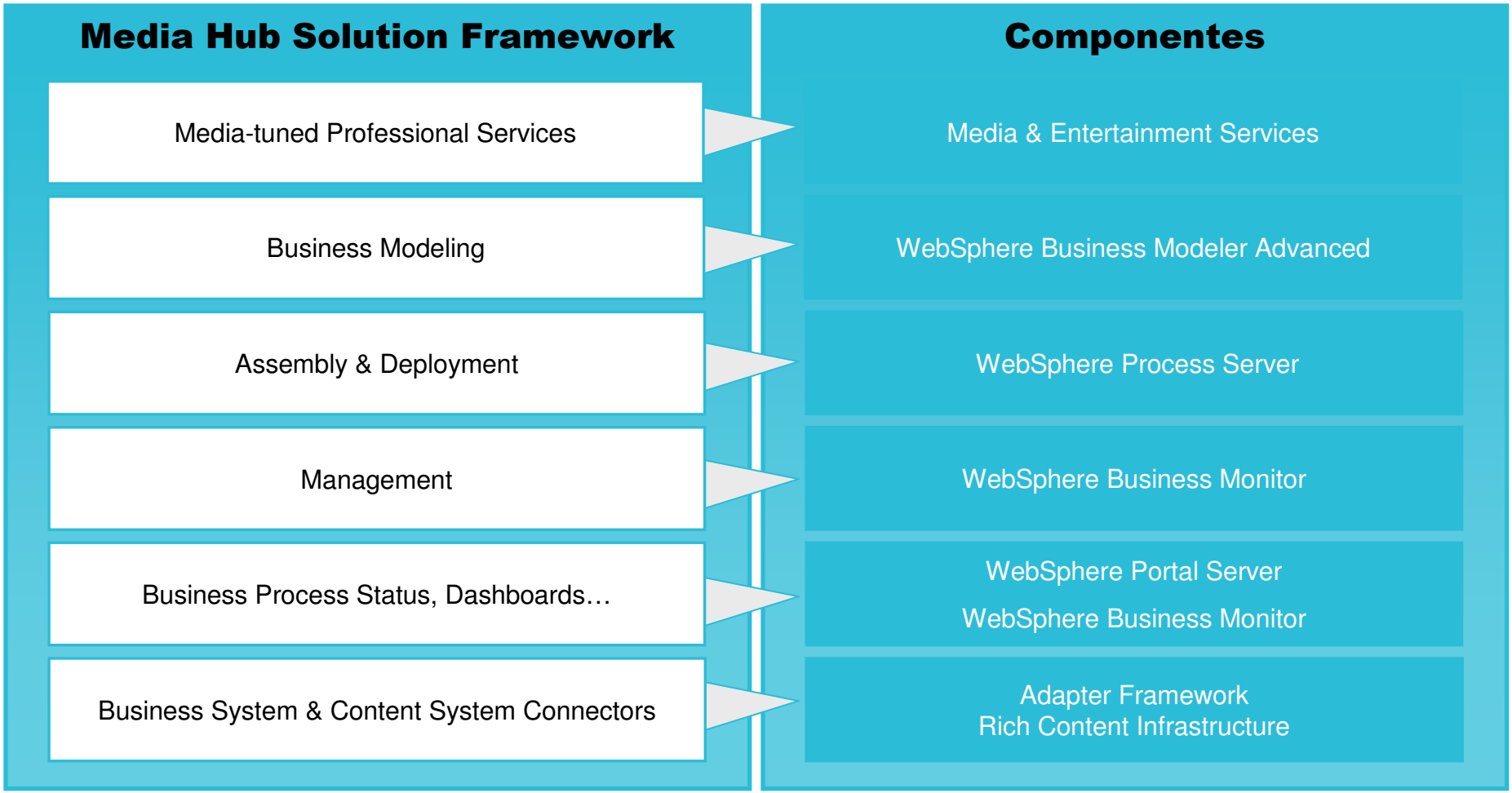


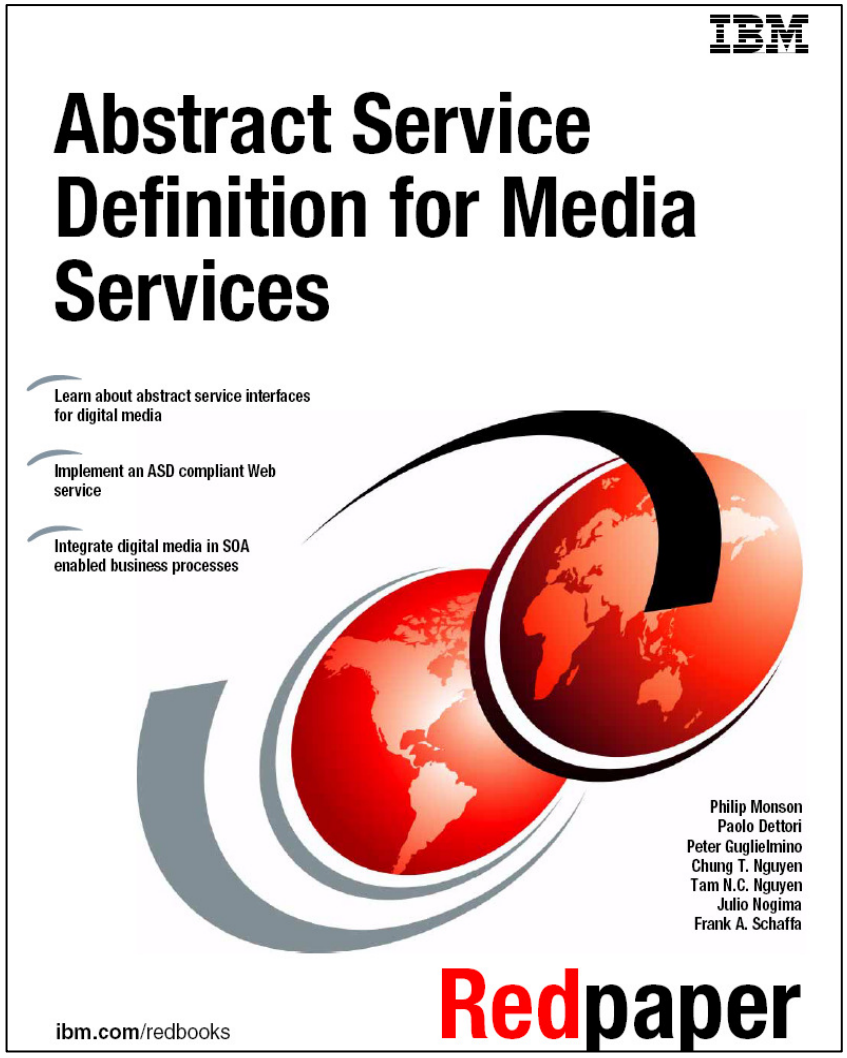
Figure C-1 IBM Media Hub Solution Framework Architecture

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

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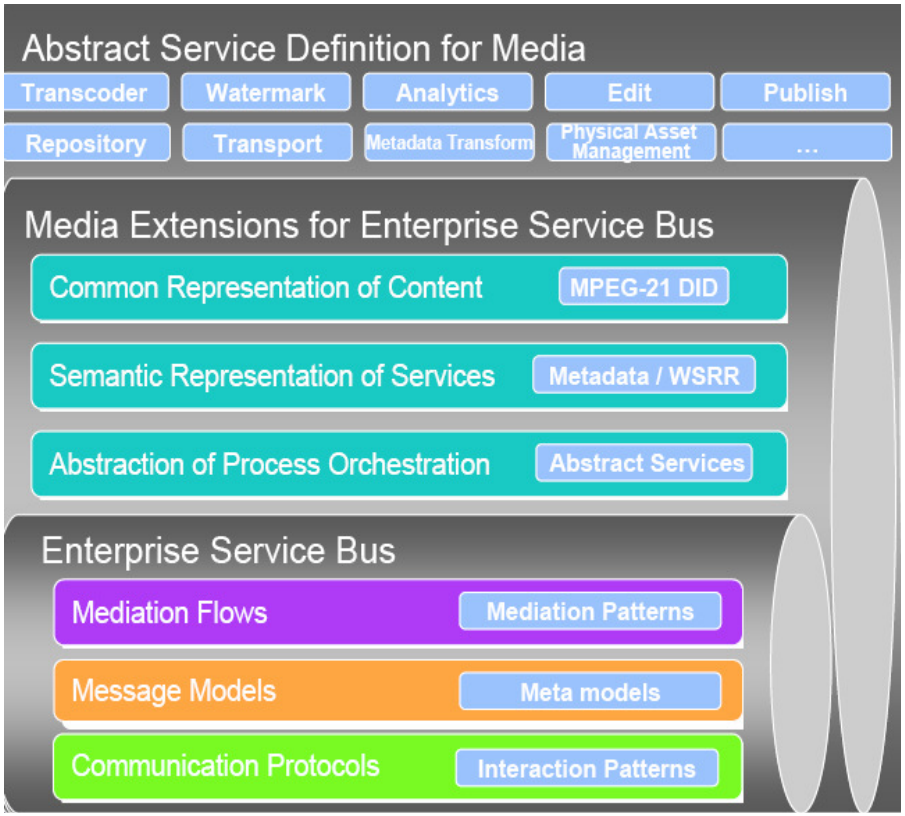

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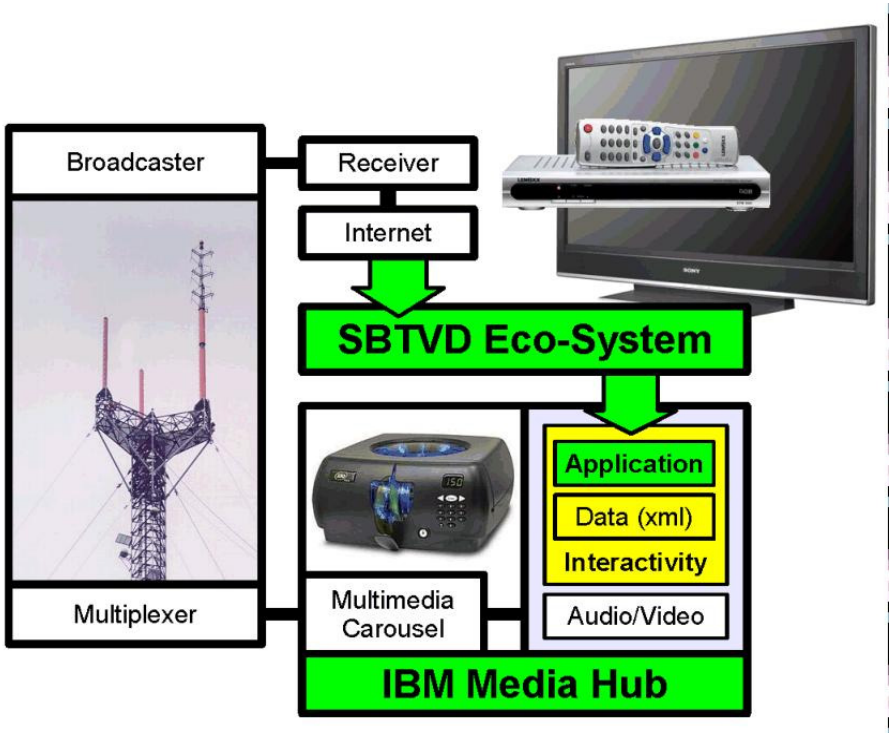
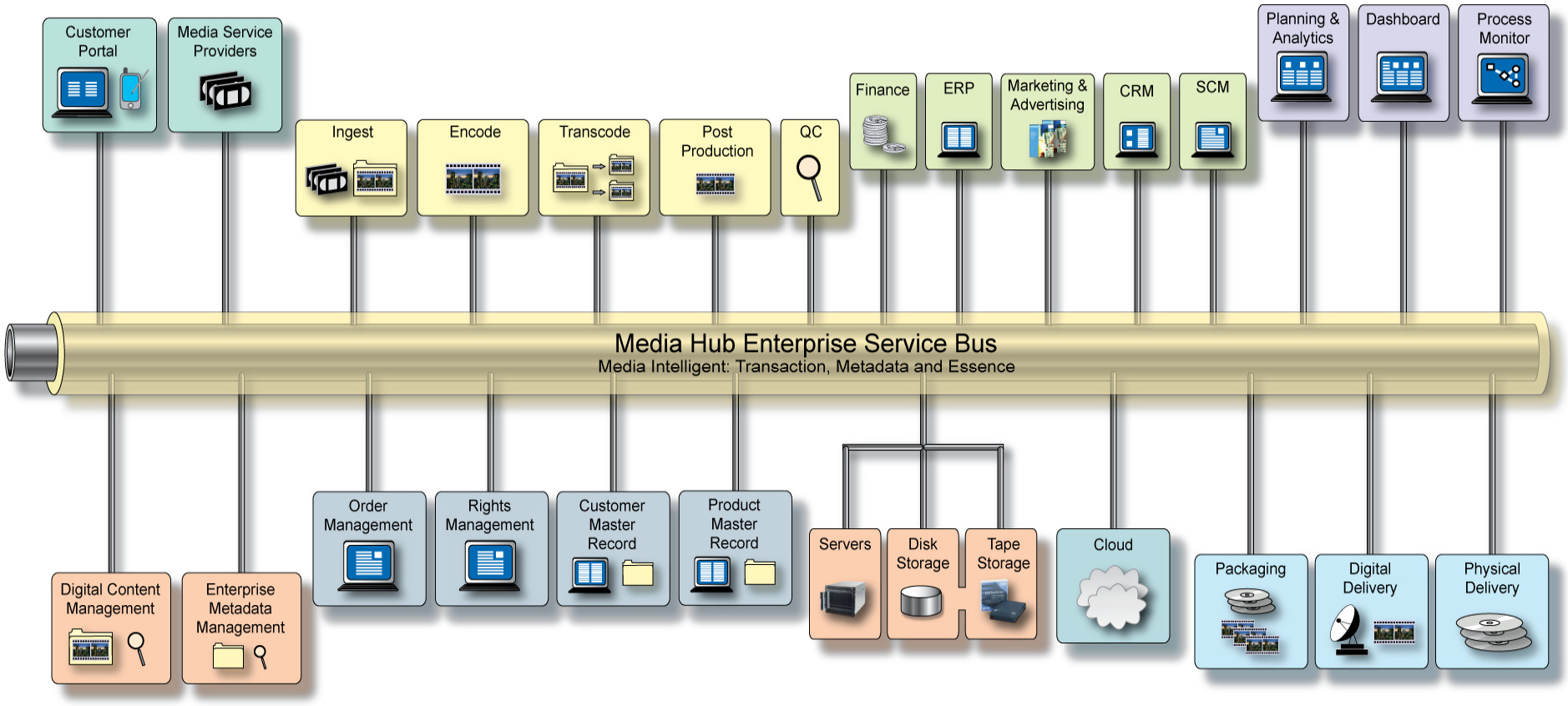
Media Hub
Demo for Futurecom 2009

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



Media Hub – Processo e Funções

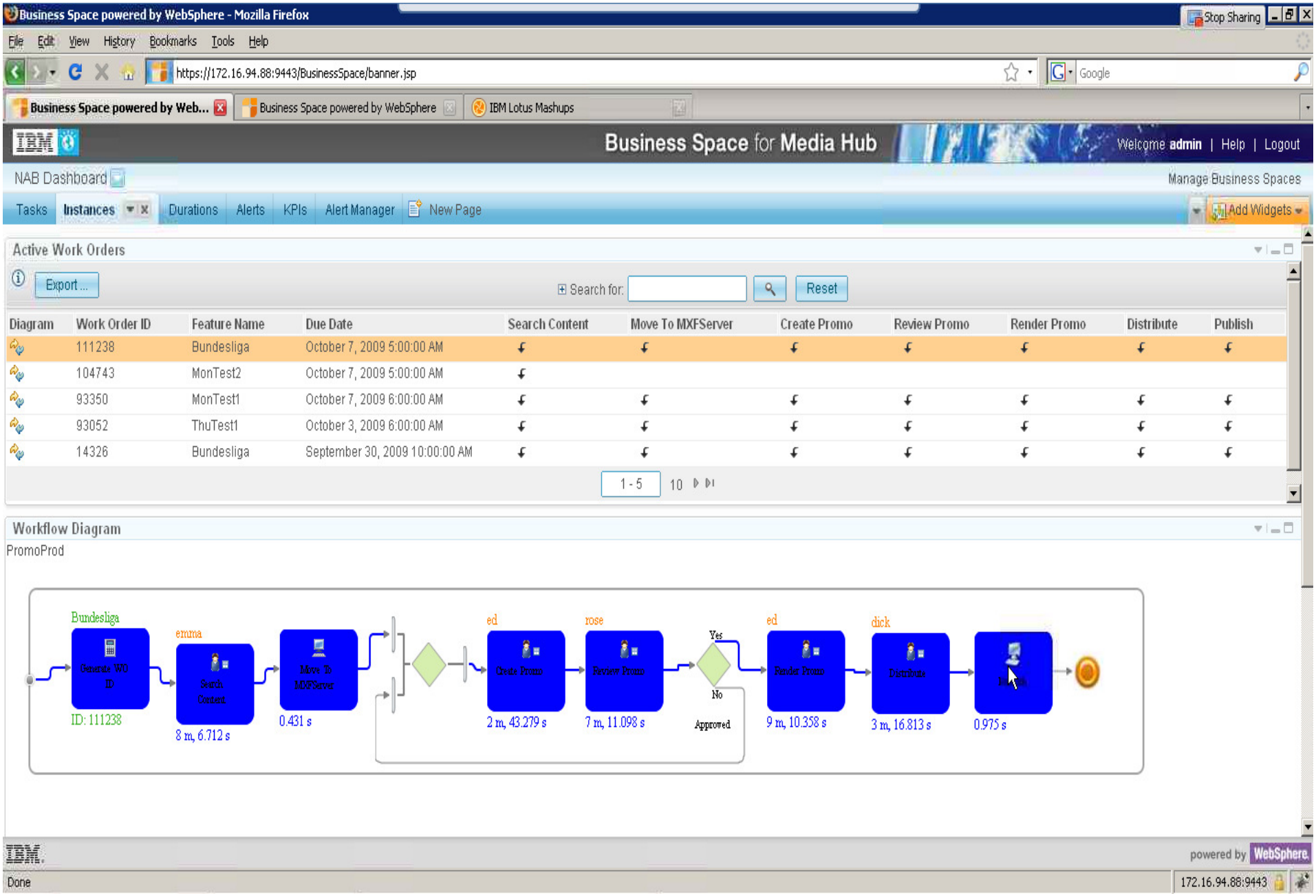
Media Enterprise Framework



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

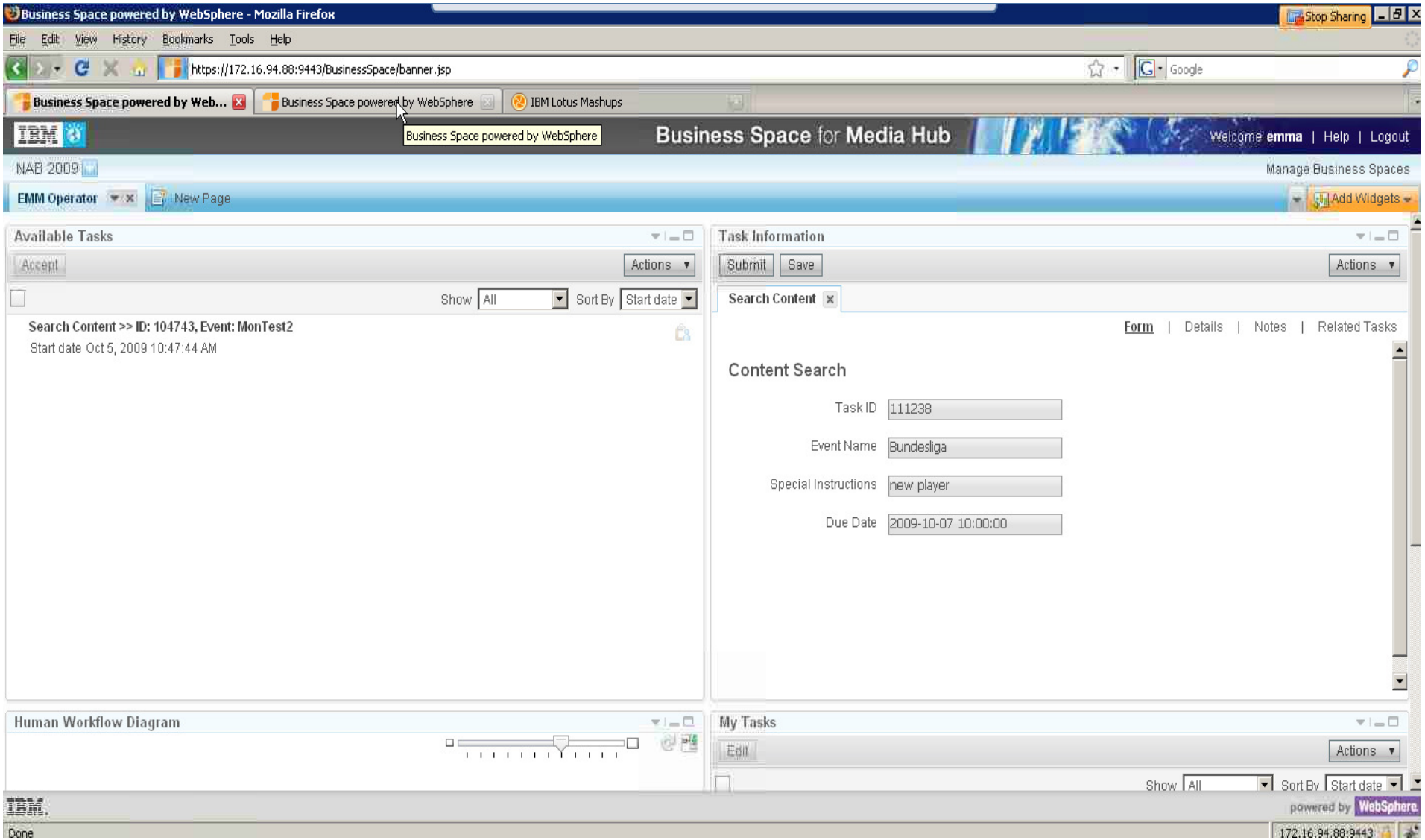
Visão do Administrador/Gestor

Diagrama do Workflow e os Atores



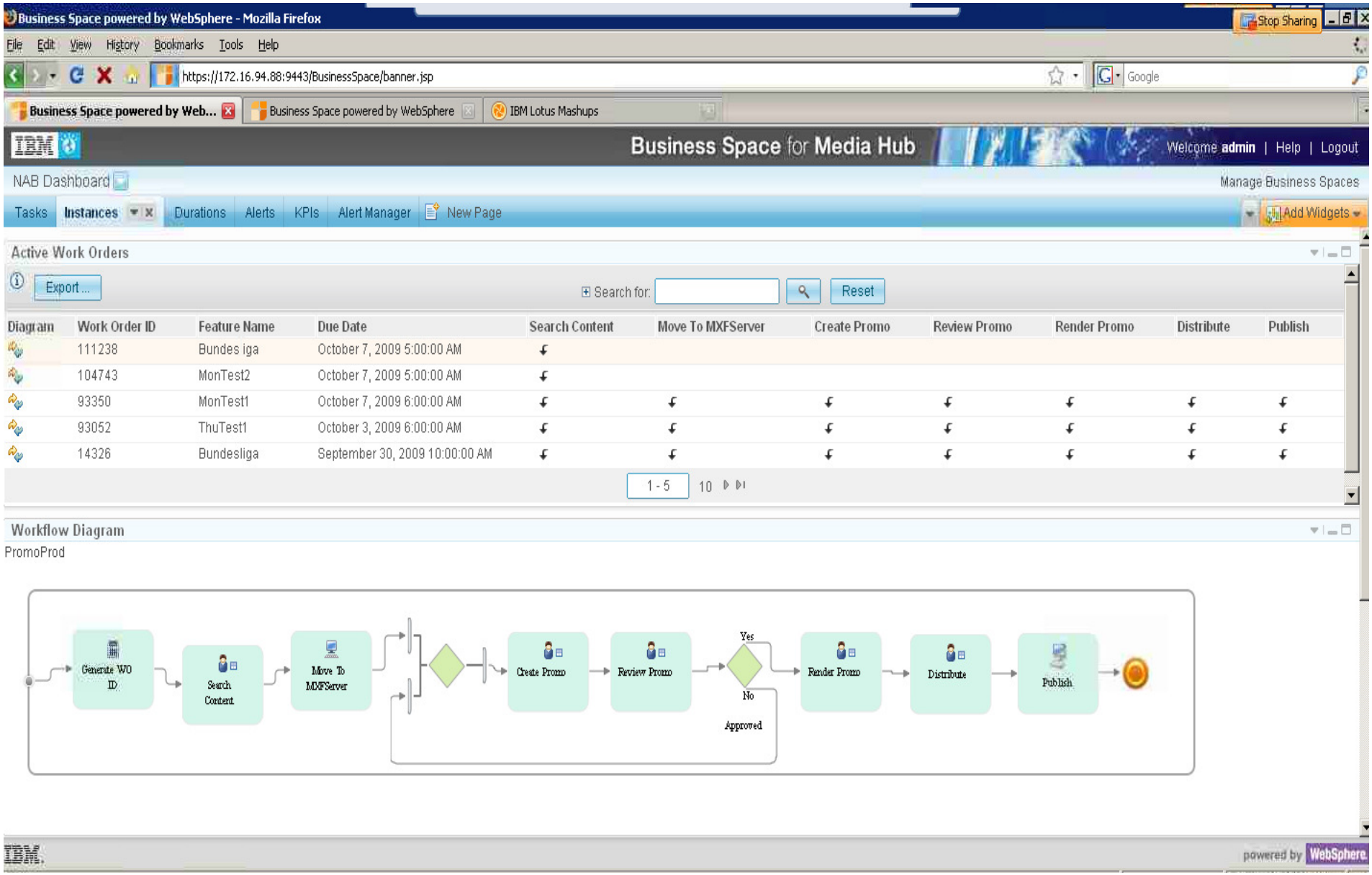
Demonstração do Media Hub

Media Hub - Inserindo Conteúdo



Visão do Administrador/Gestor

Administrador Gerenciando o Fluxo



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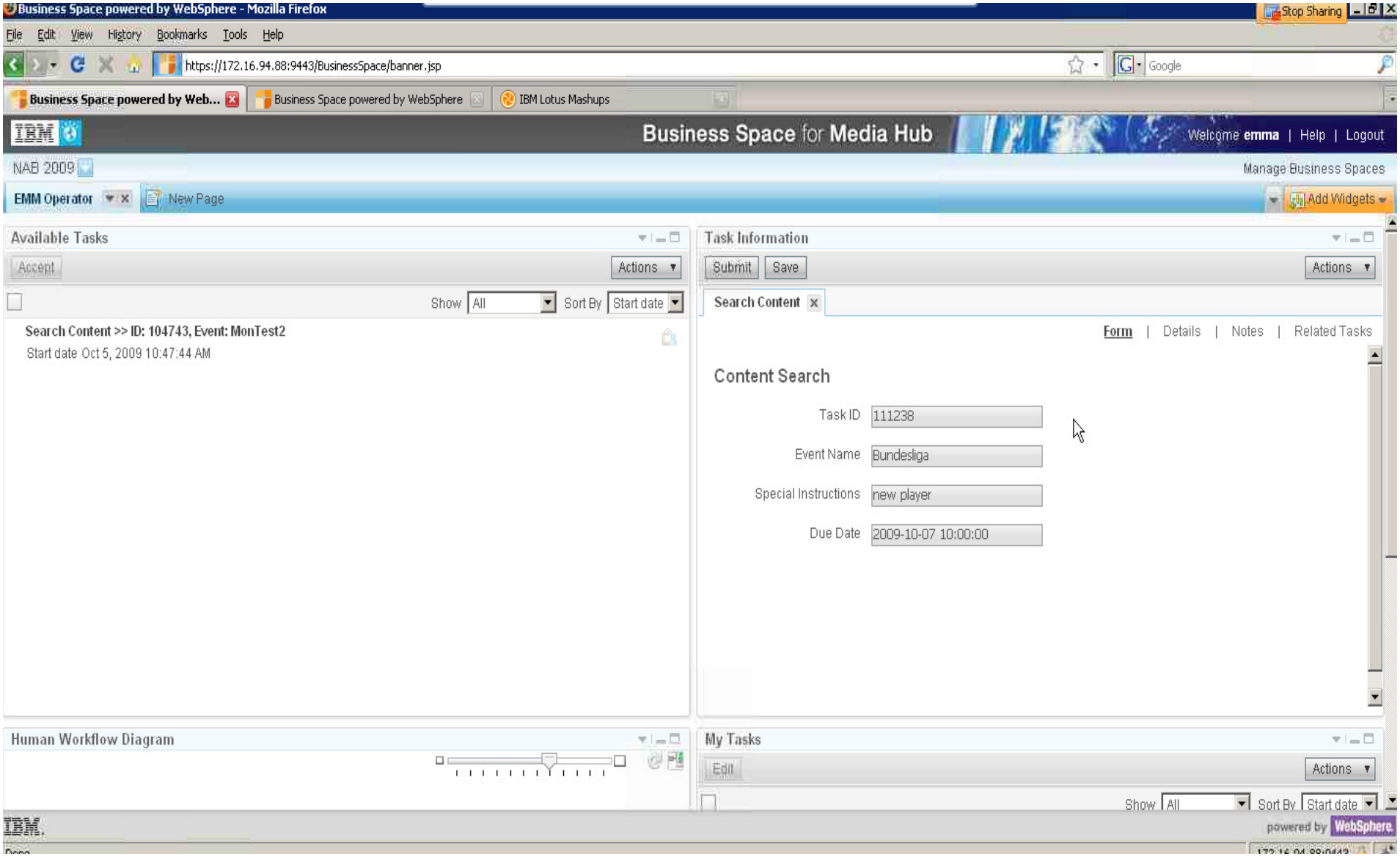
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IBM Lotus Mashups
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Sort By Start date
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Human Workflow Diagram
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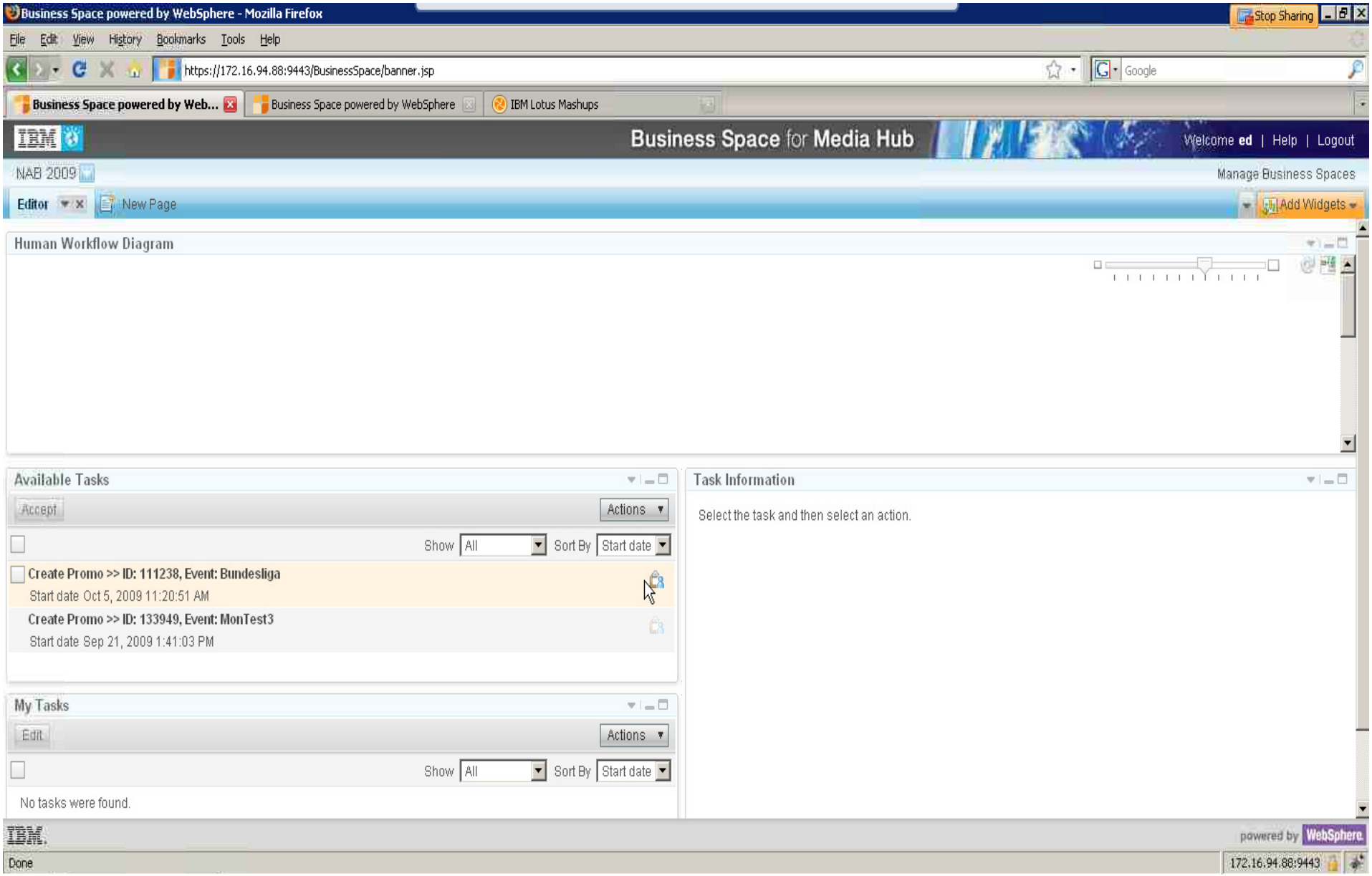
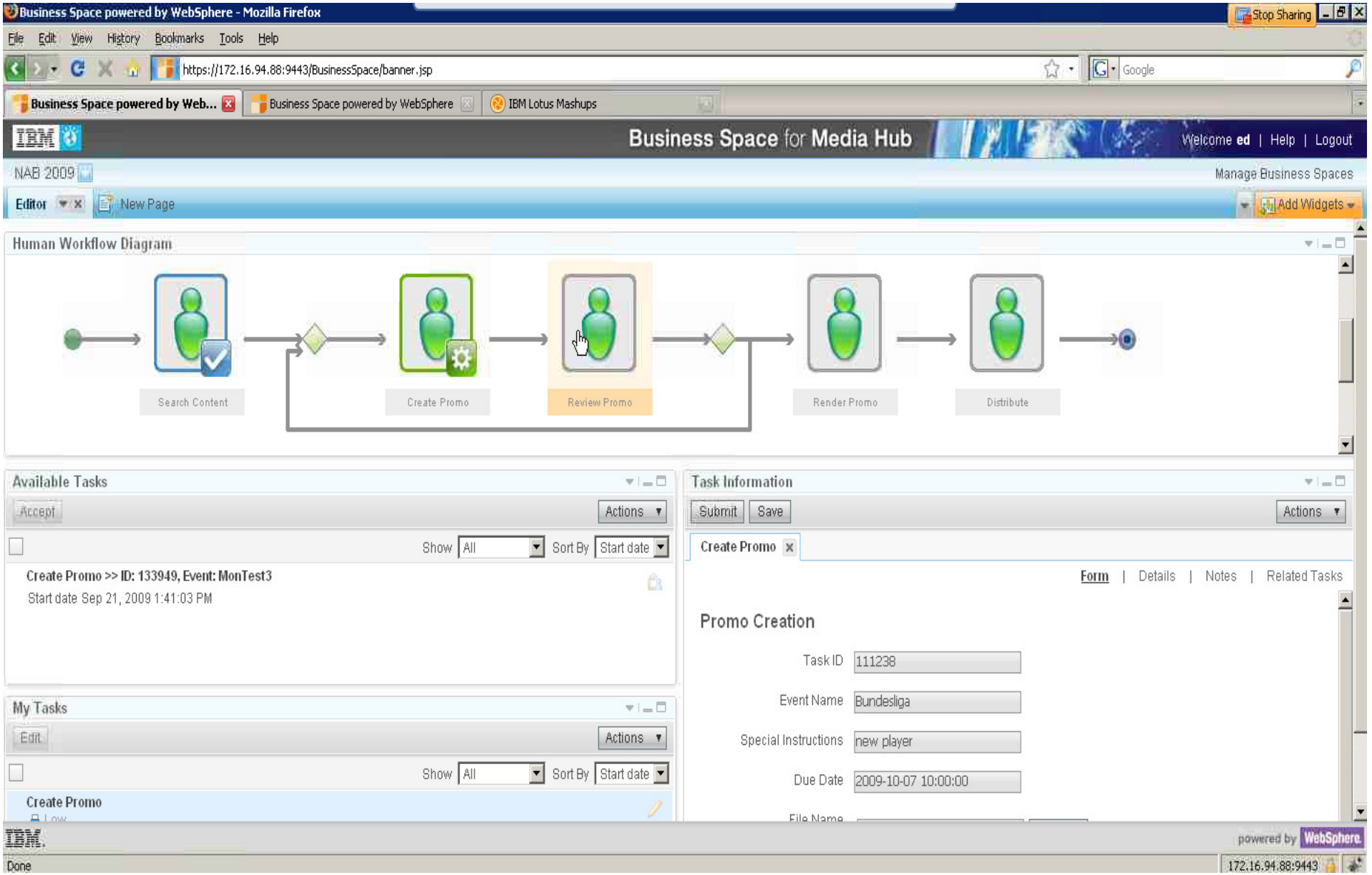
Sort By Start date
powered by WebSphere

Editor se Logando

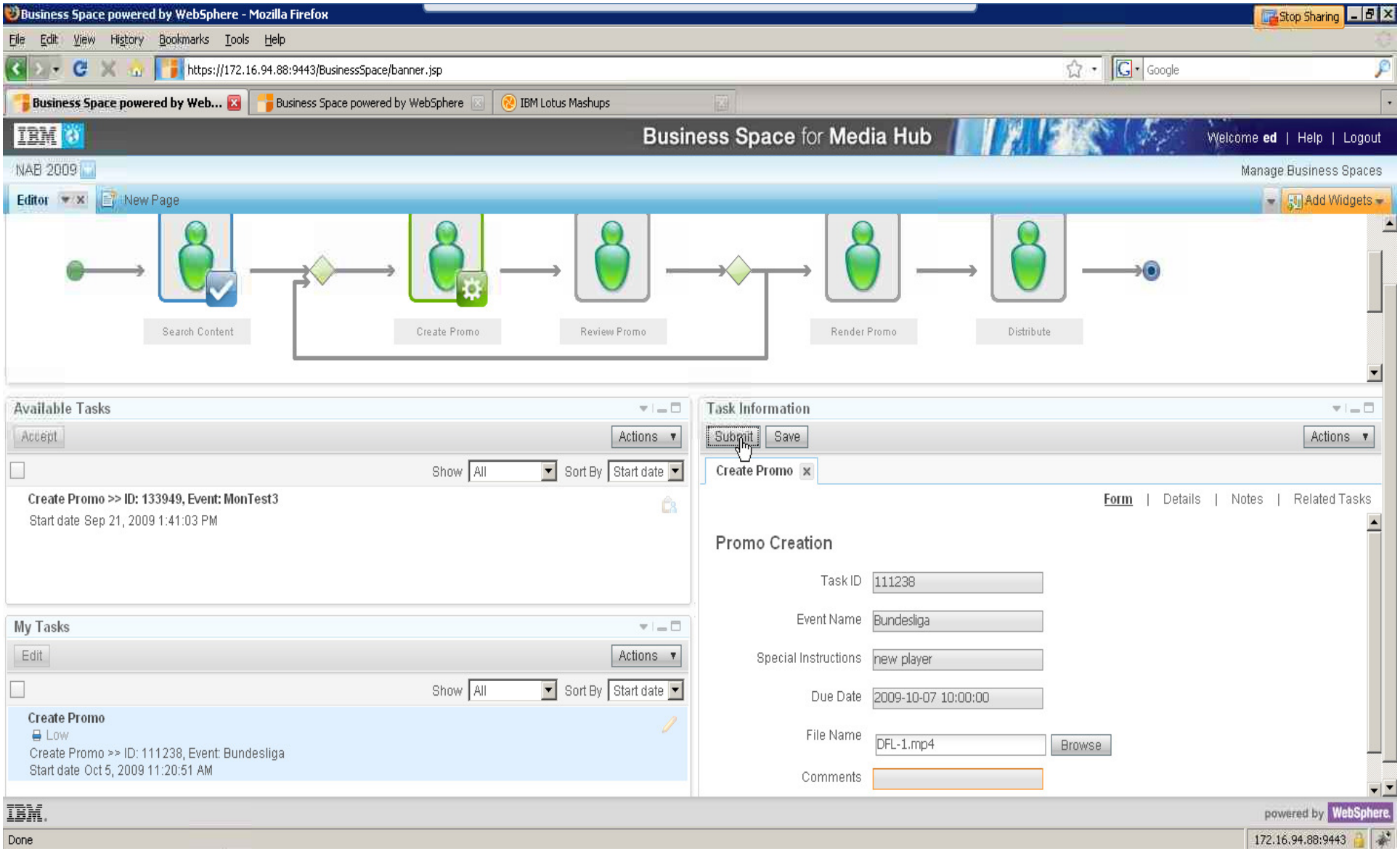
Editor irá Criar “Promo”



Editor Criando a “Promo”

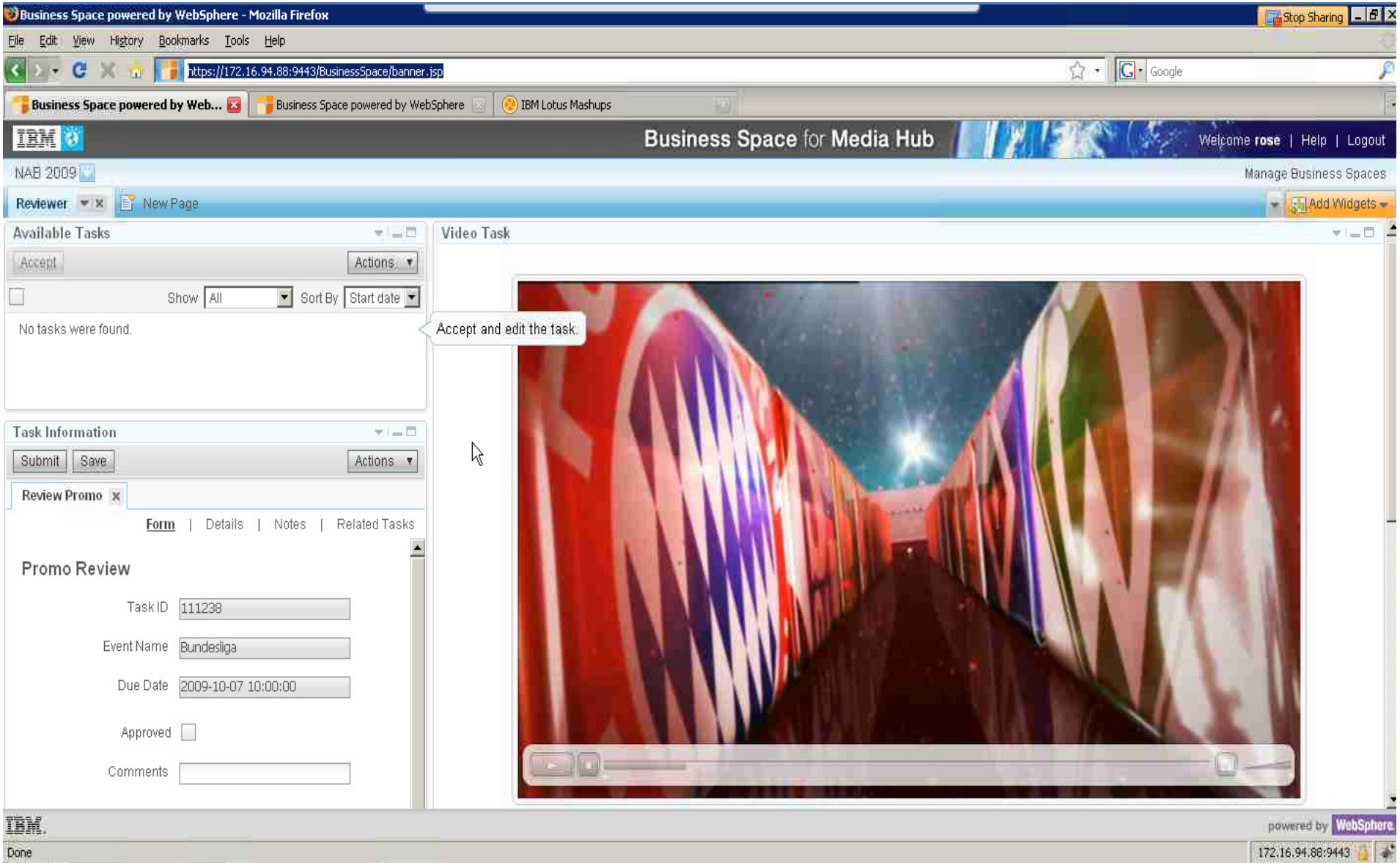


Editor Submete a “Promo”



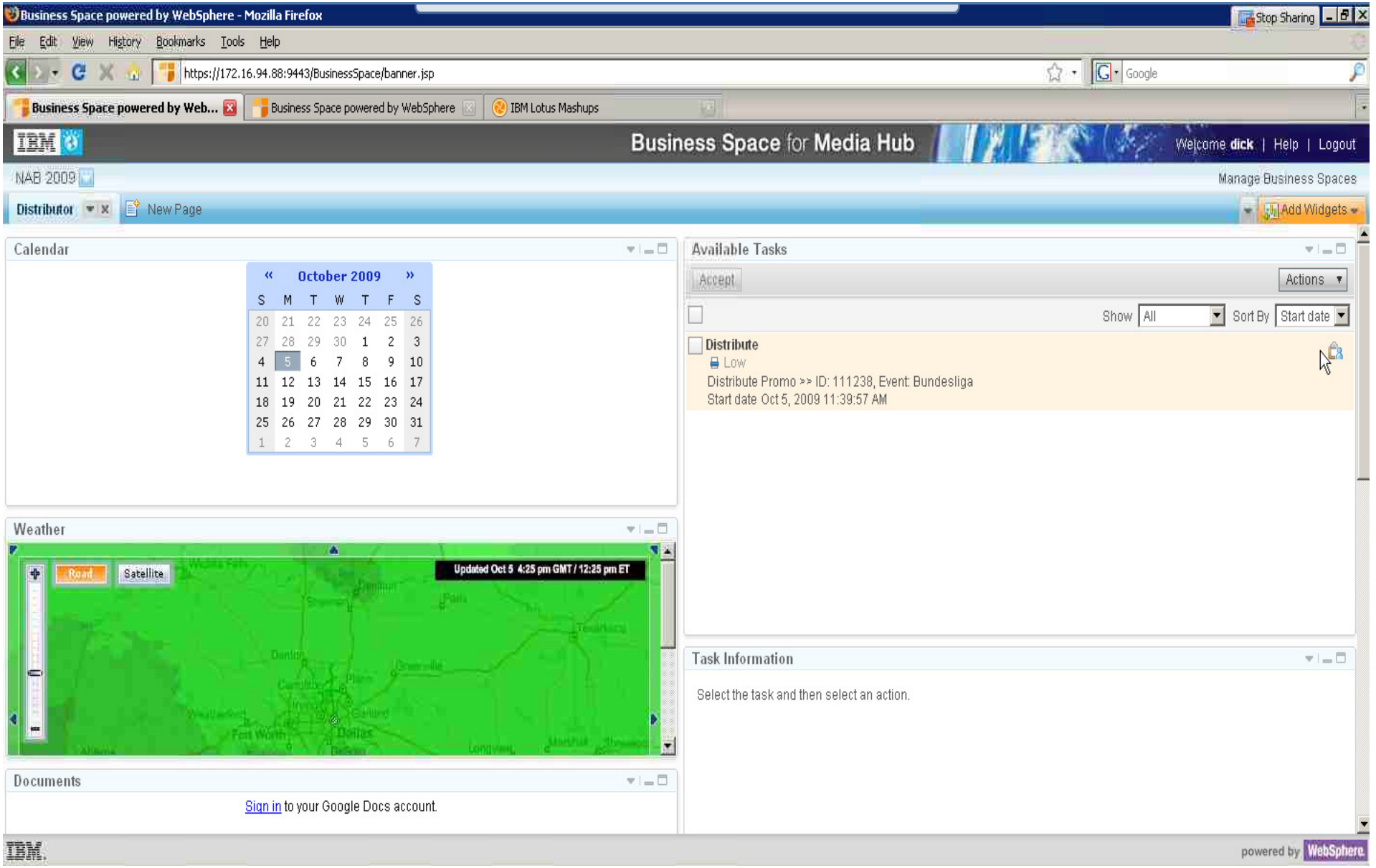
Aprovador / Gerente

Aprovador vai Revisar e Aprovar a “Promo”

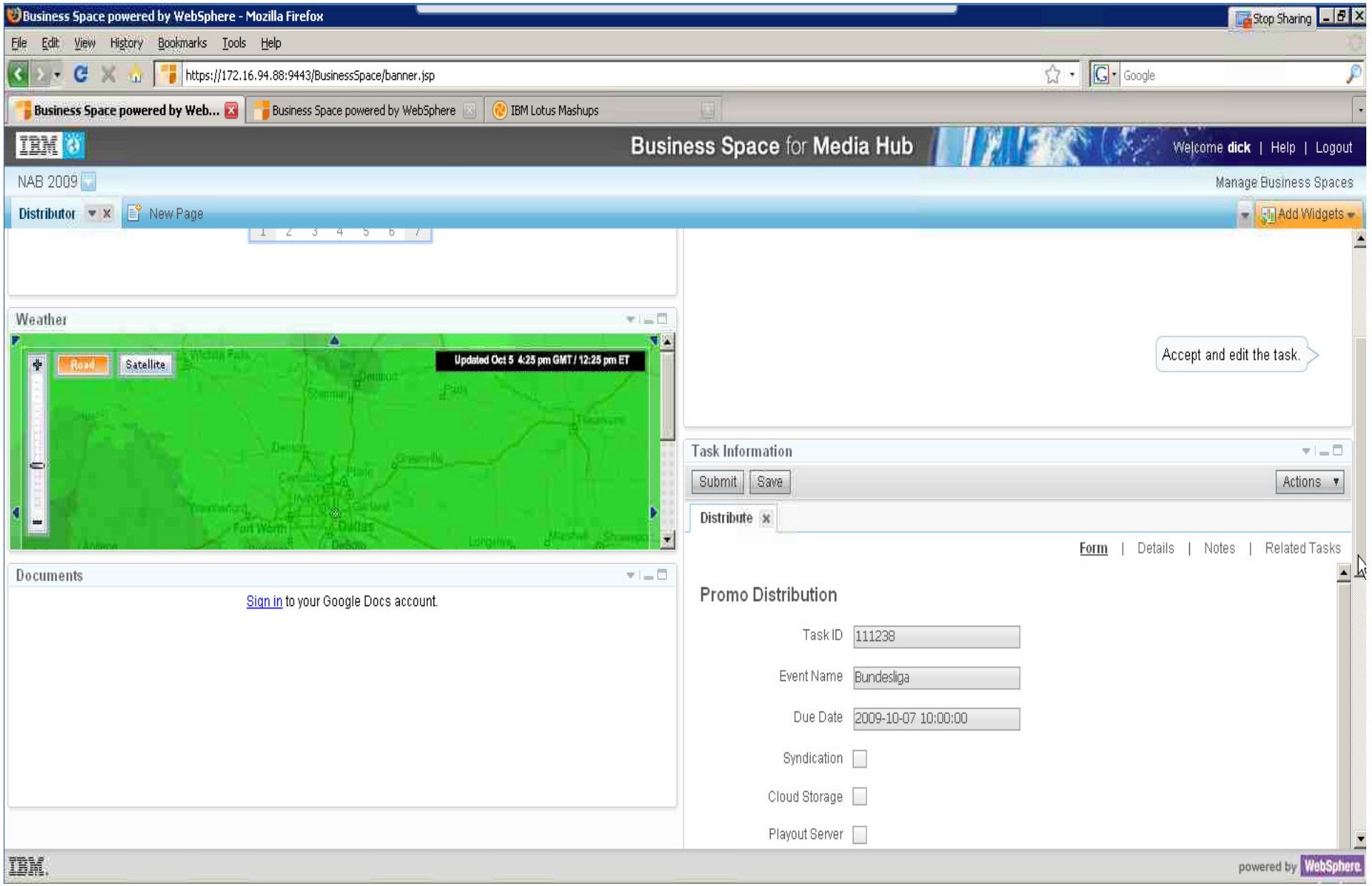


Visão do Distribuidor do Conteúdo

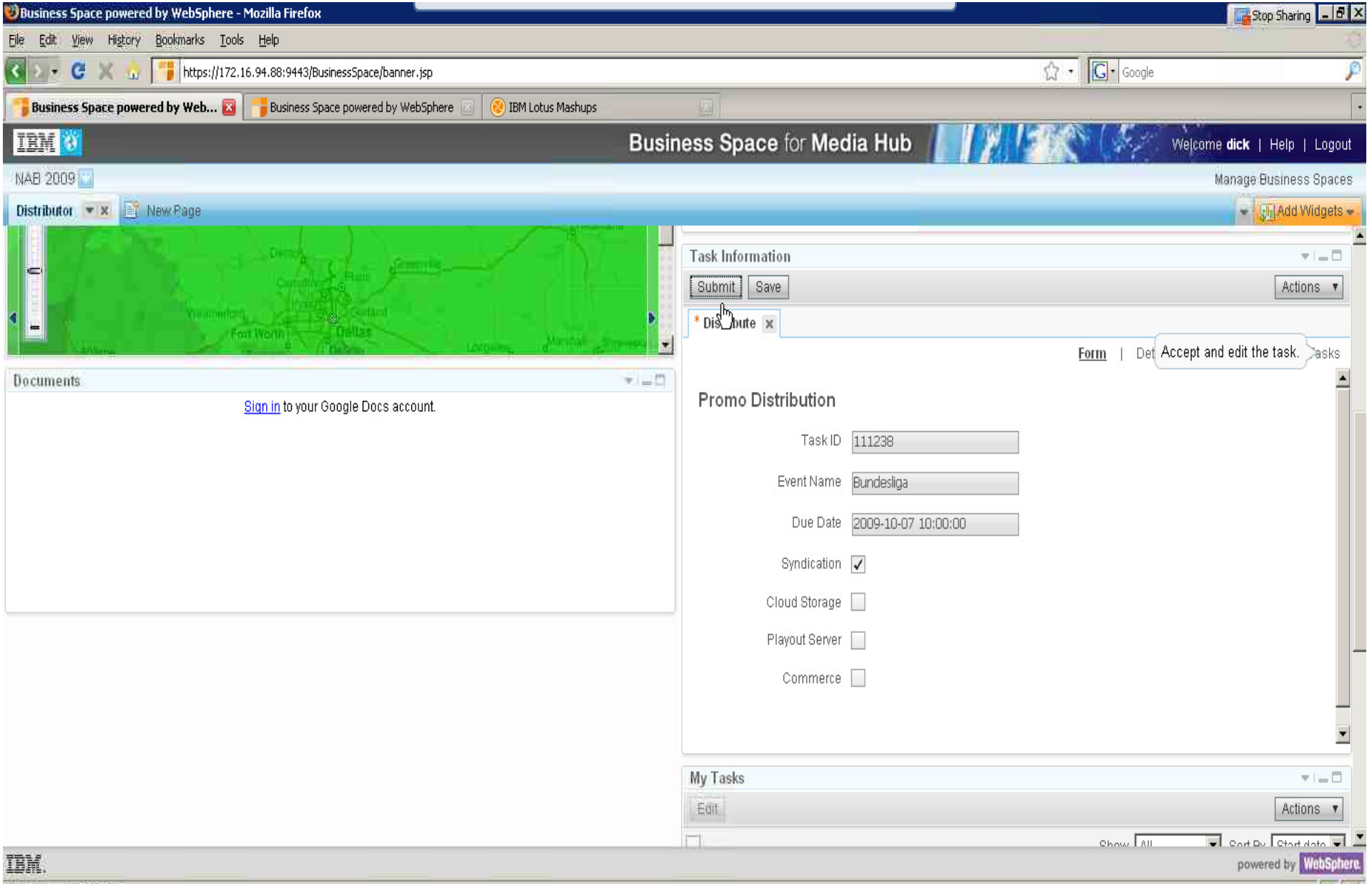
Dick – Distribuidor do Conteúdo



Dick – Distribuidor do Conteúdo

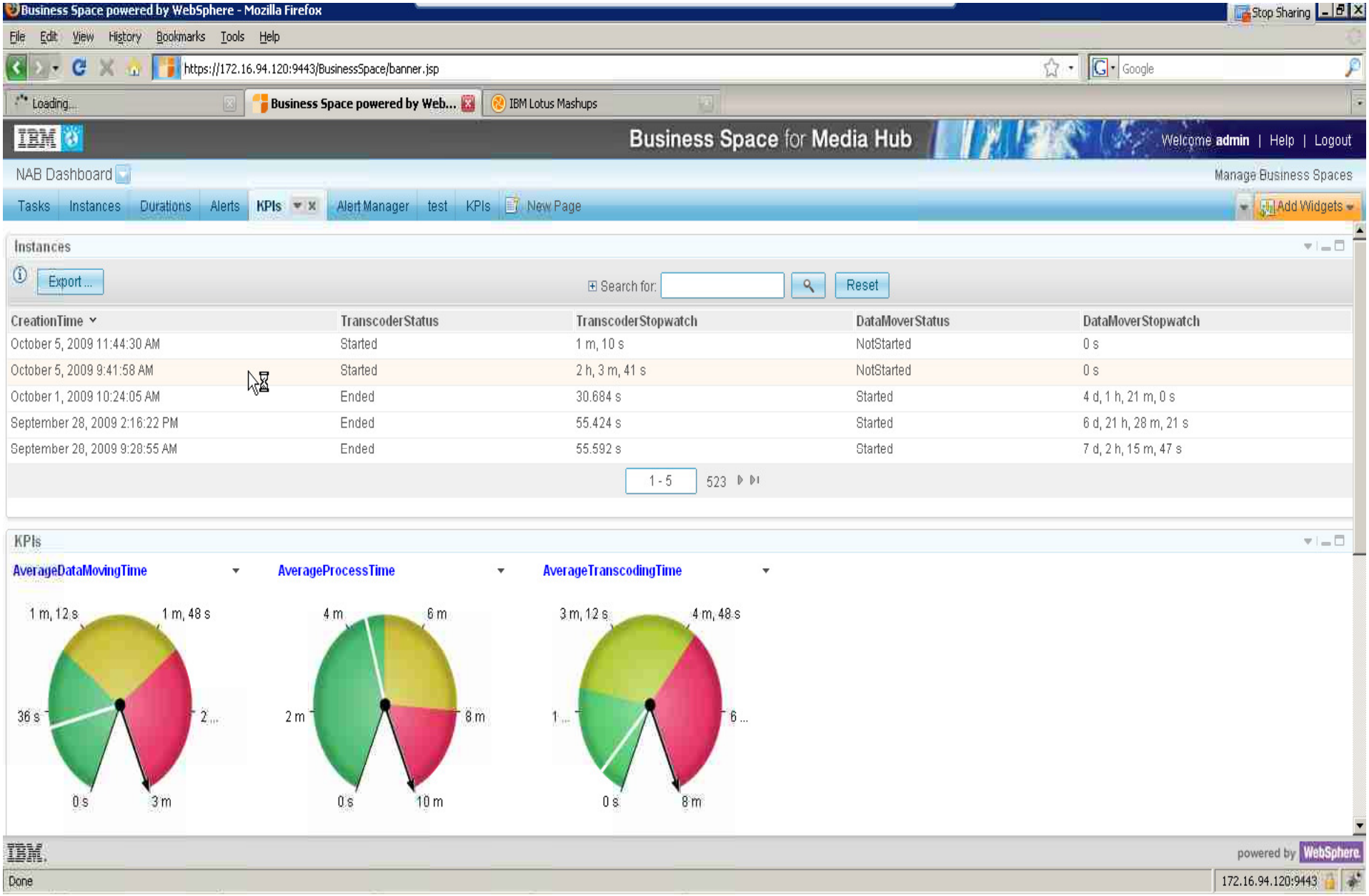


Dick – Distribuidor do Conteúdo



Visão do Administrador/Gestor

KPIs com os tempos de cada fase



Instâncias do Processo e as Etapas

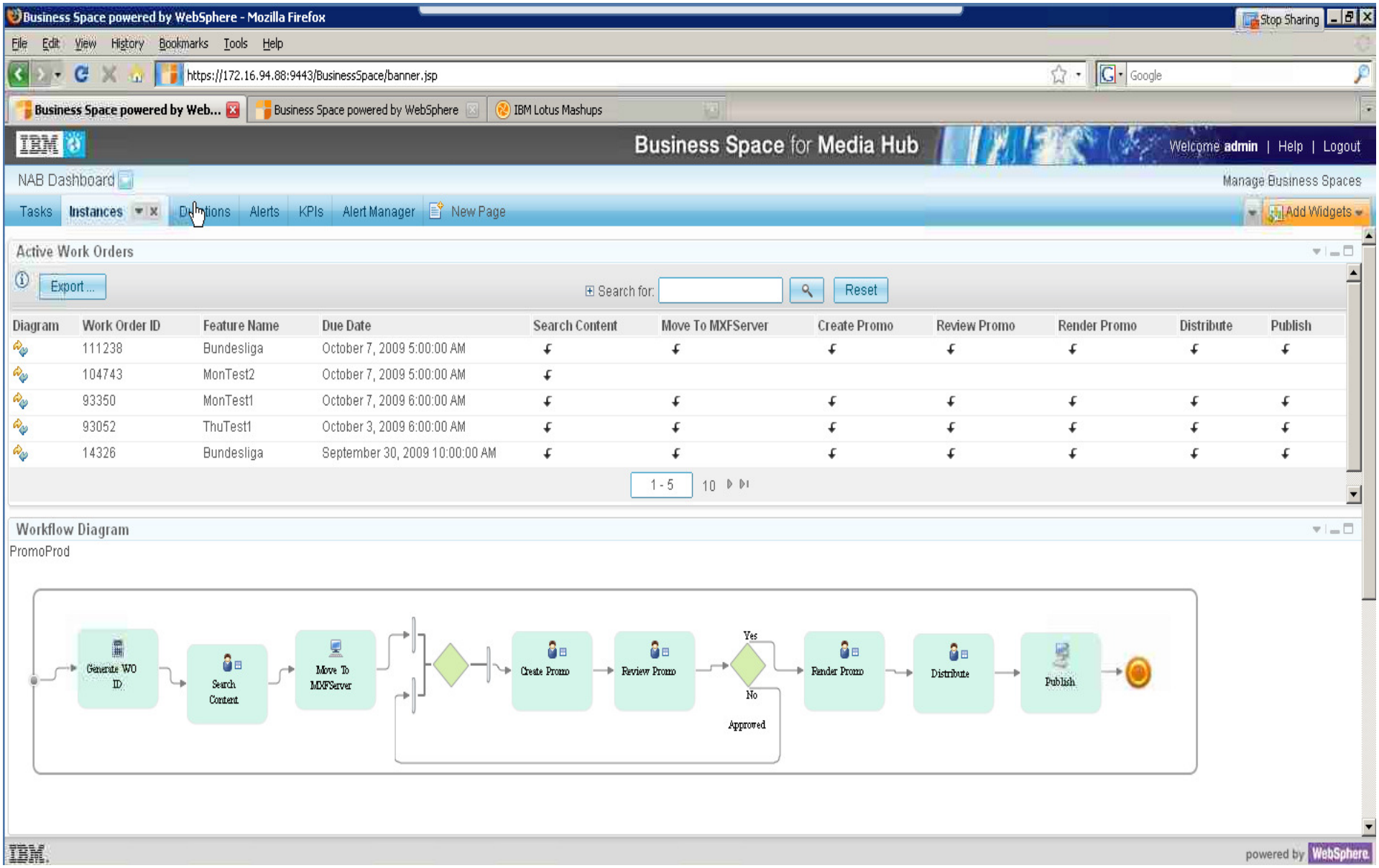
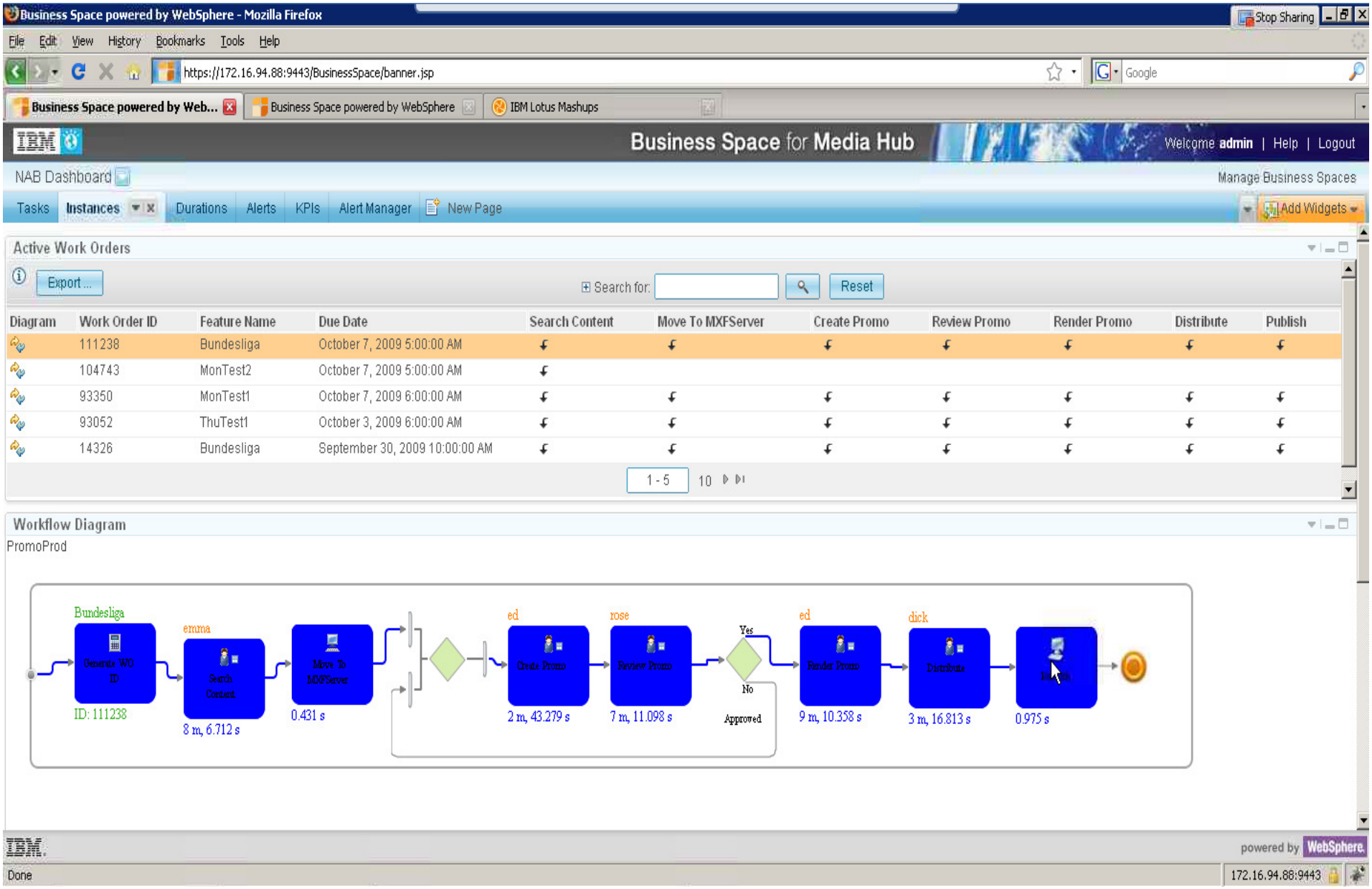
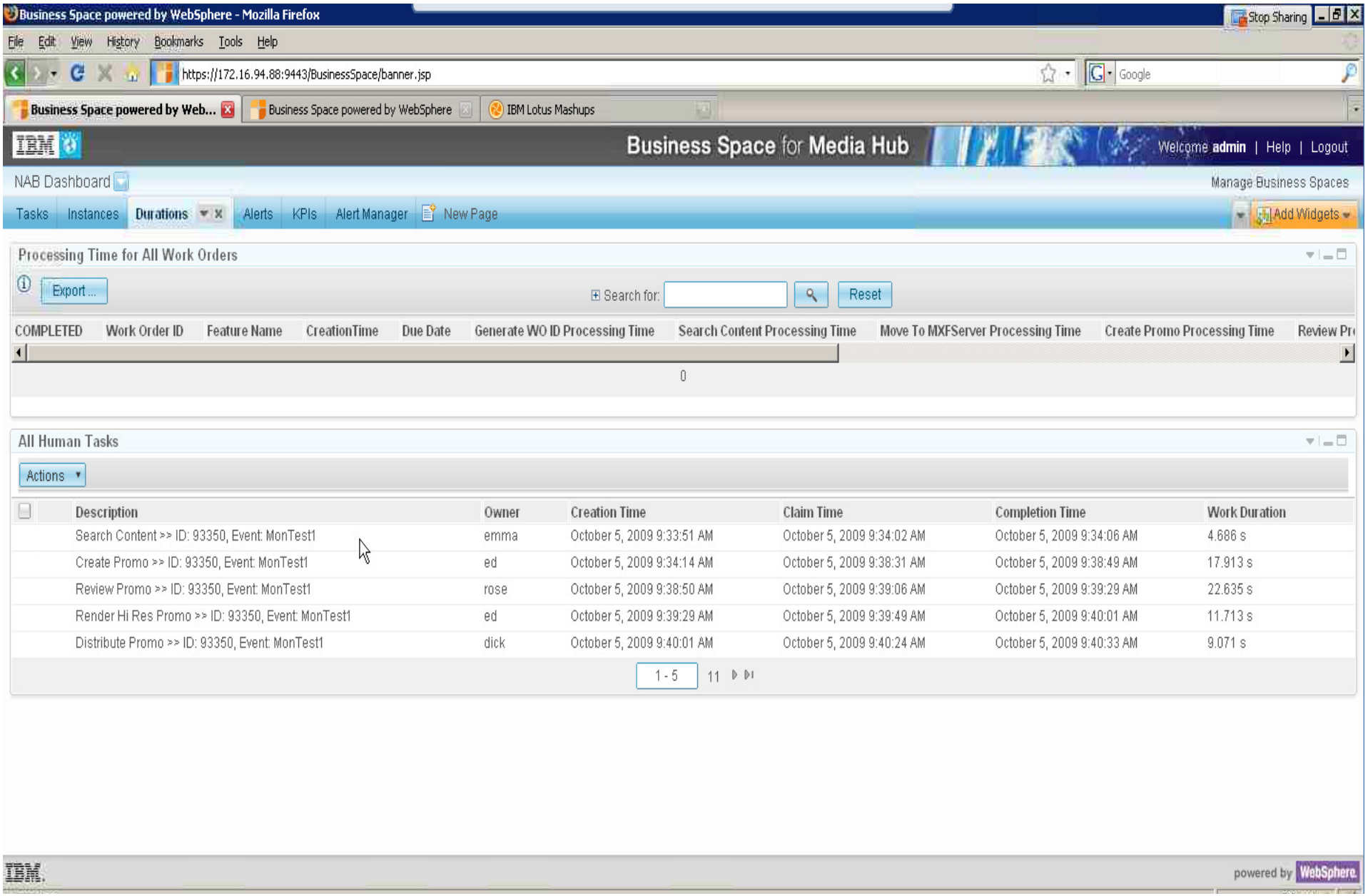


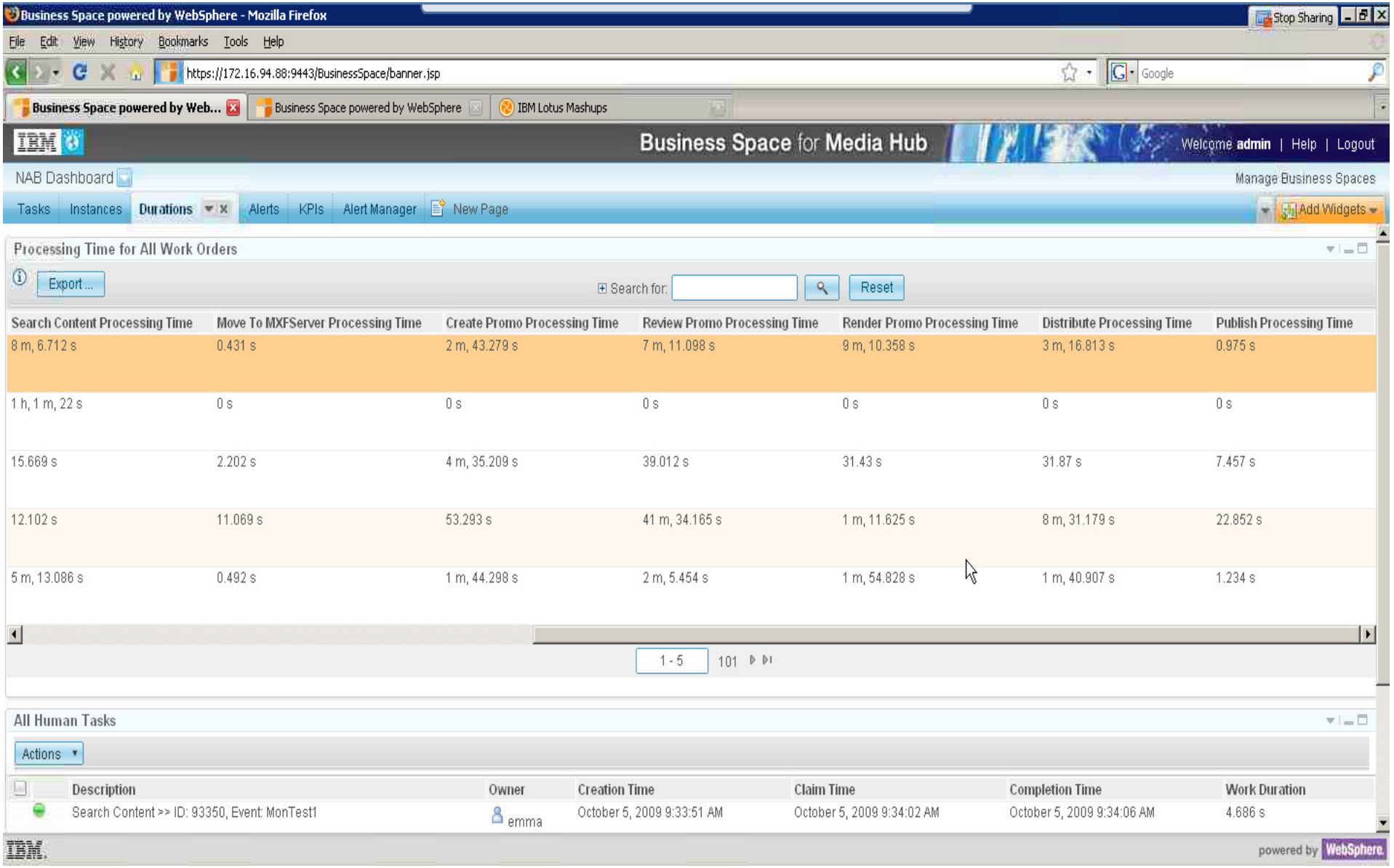
Diagrama do Workflow e os Atores



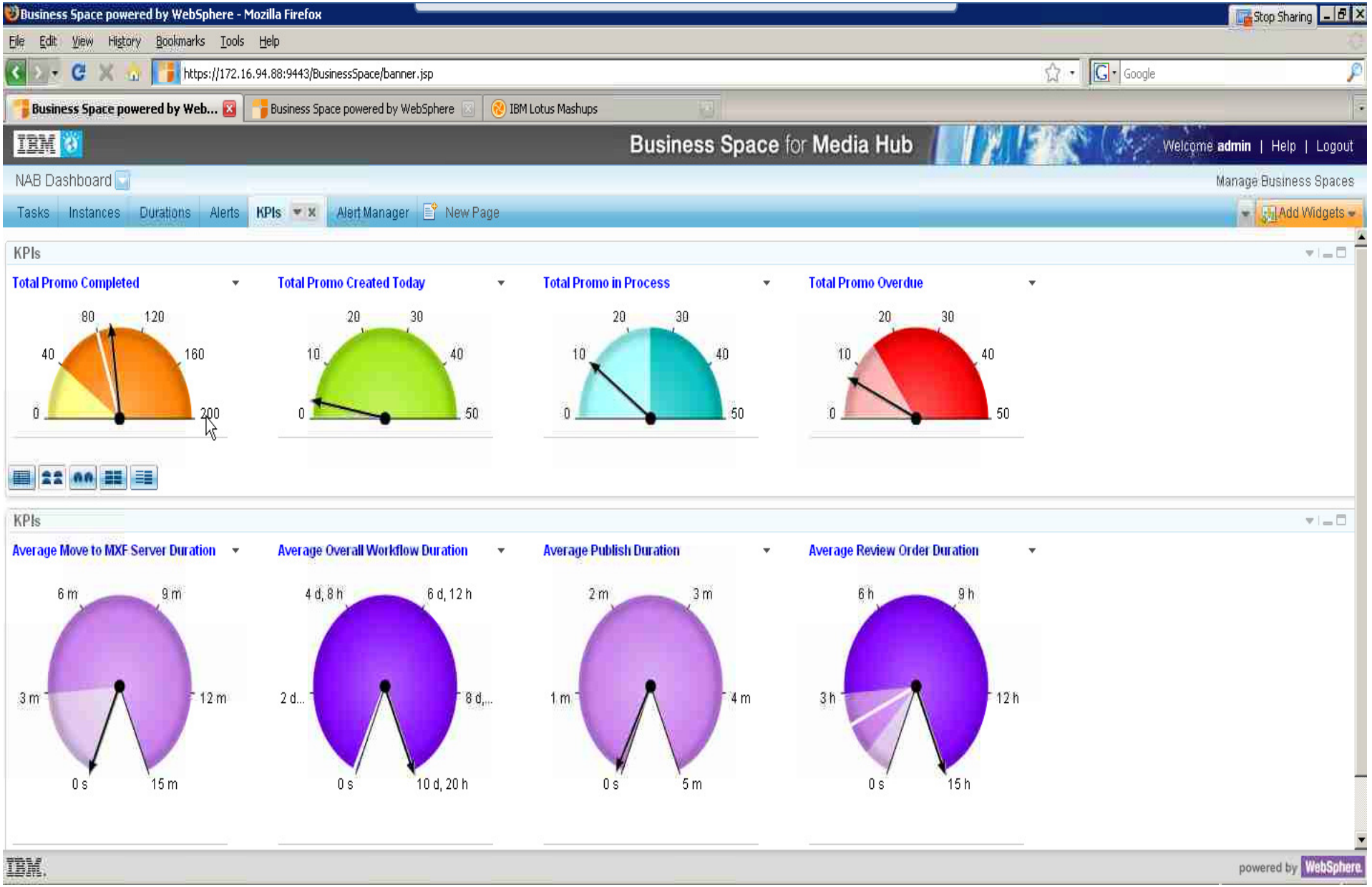
Detalhes das Tarefas Humanas no Workflow



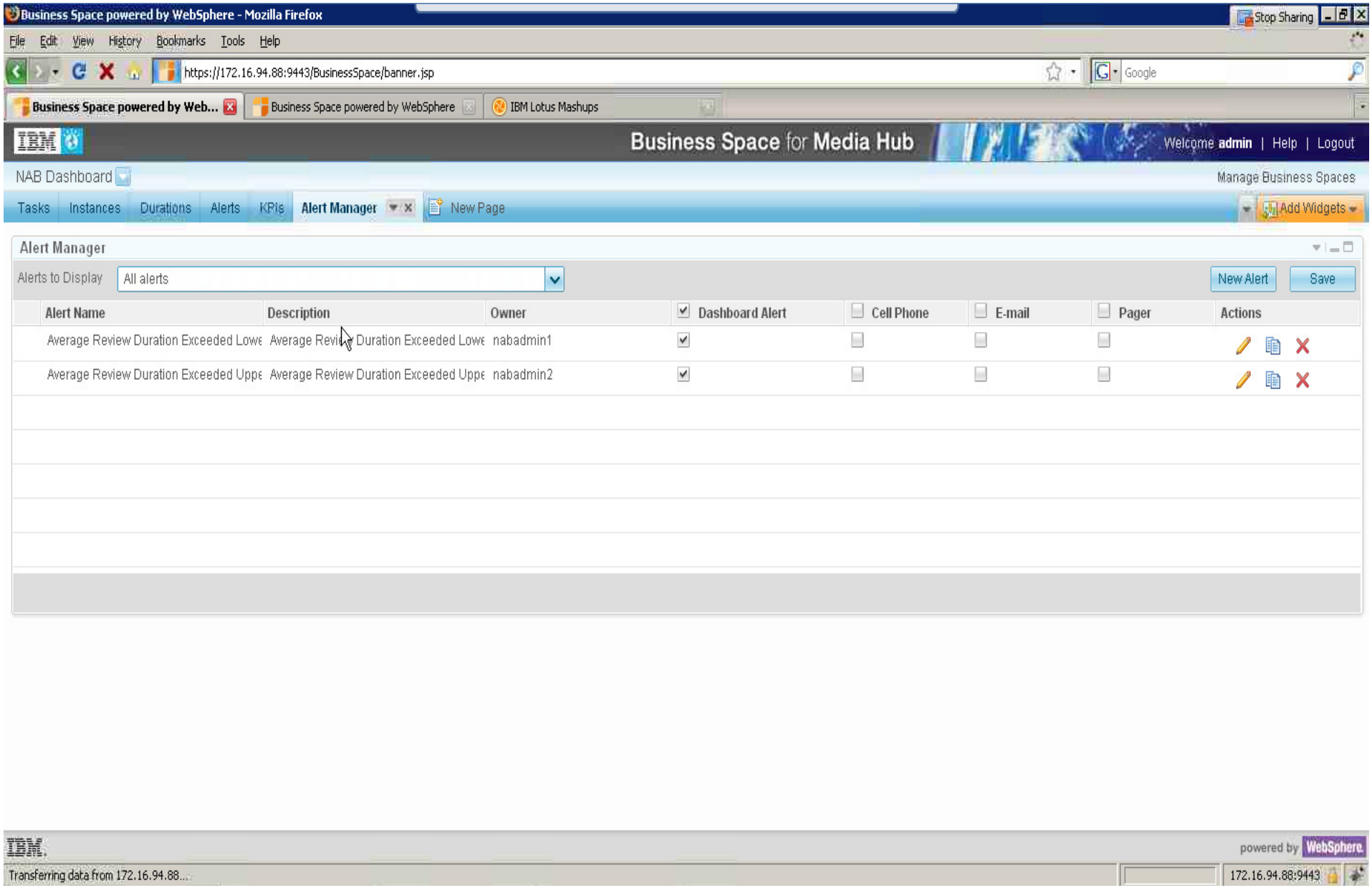
Duração de cada etapa do Workflow



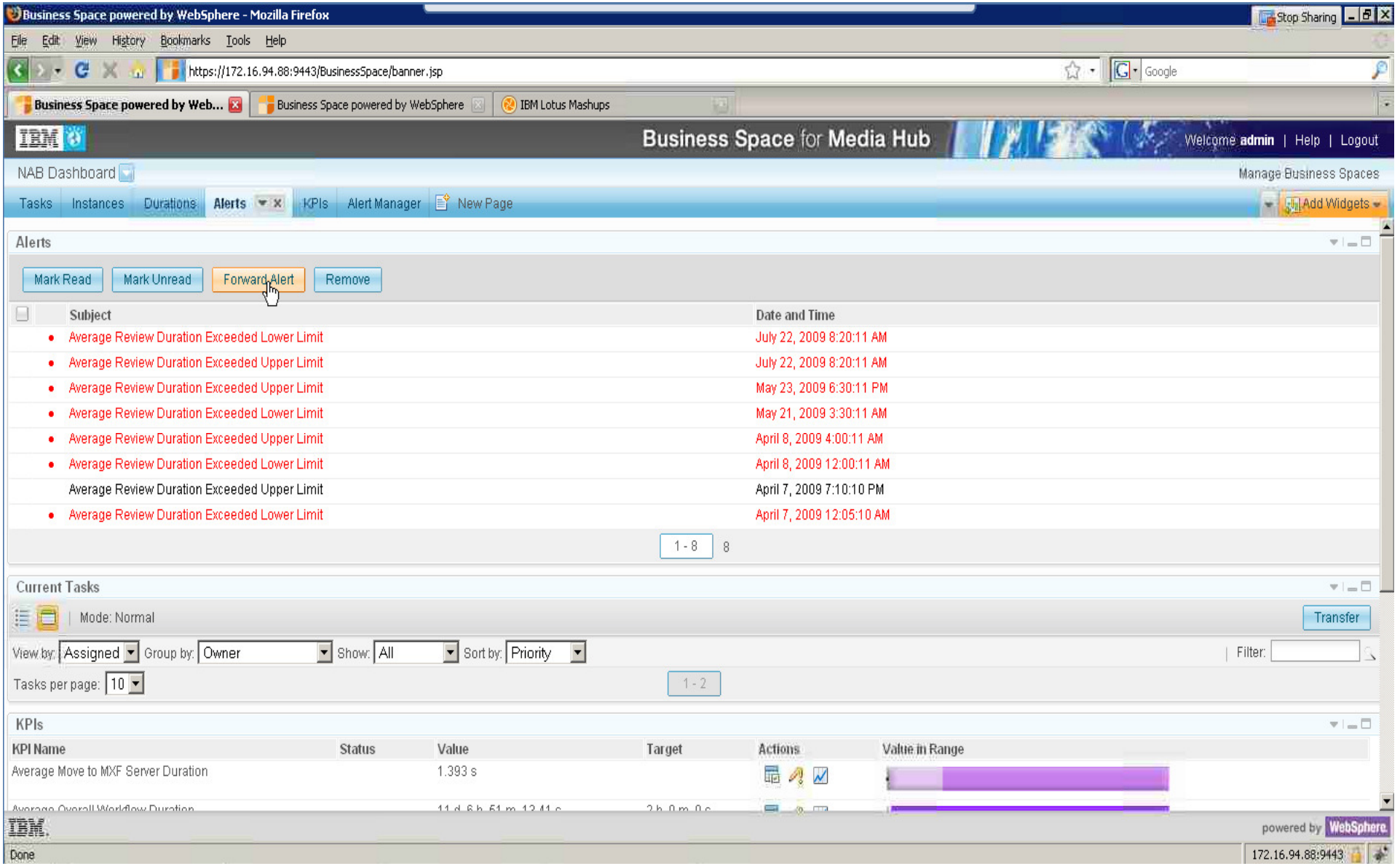
KPIs – Duração de cada Etapa do Workflow



Gerenciamento de Alertas



Alertas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Add Widgets
Alerts
Mark Read
Mark Unread
Forward Alert
Remove
Subject
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July 22, 2009 8:20:11 AM
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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
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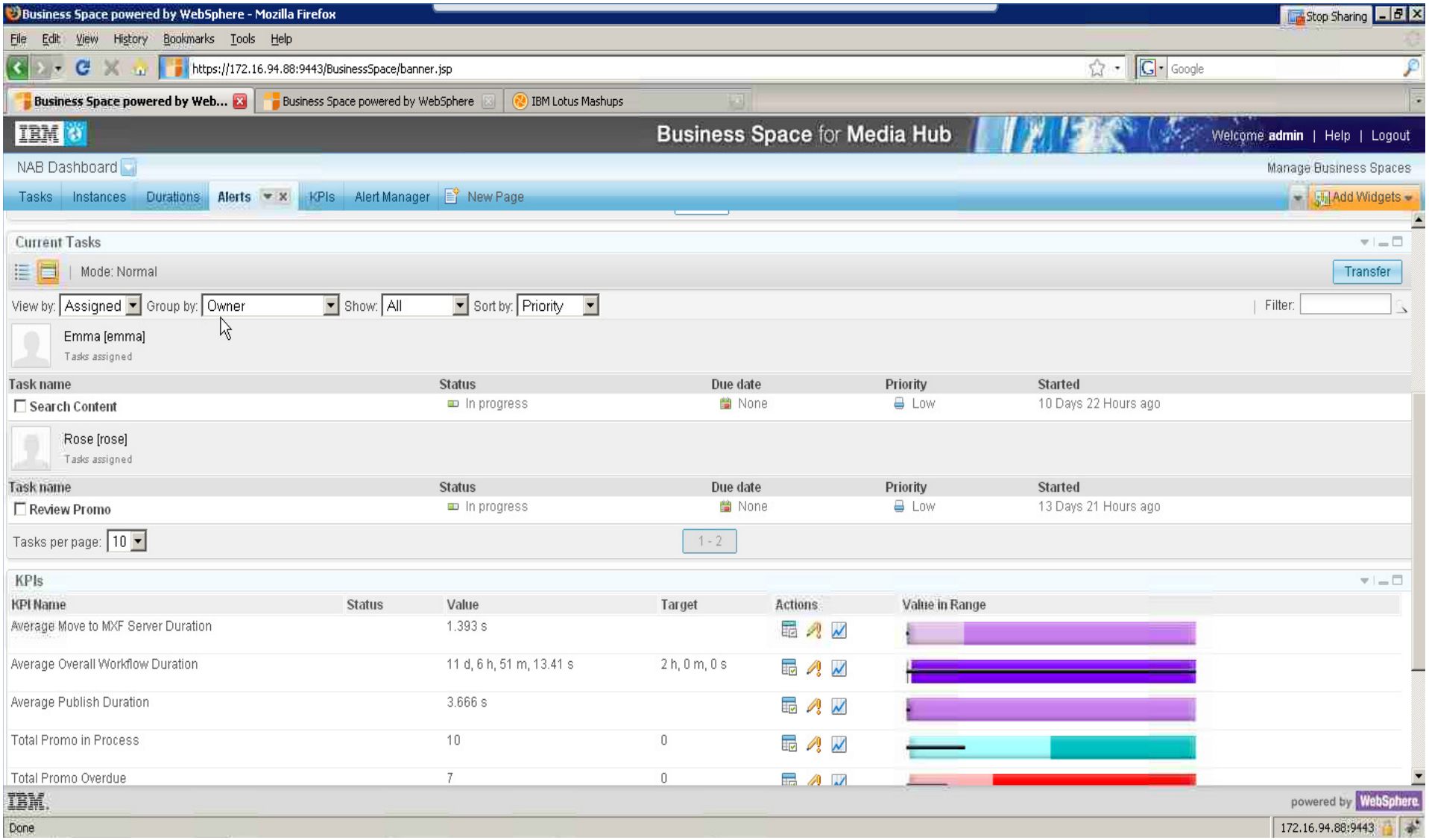
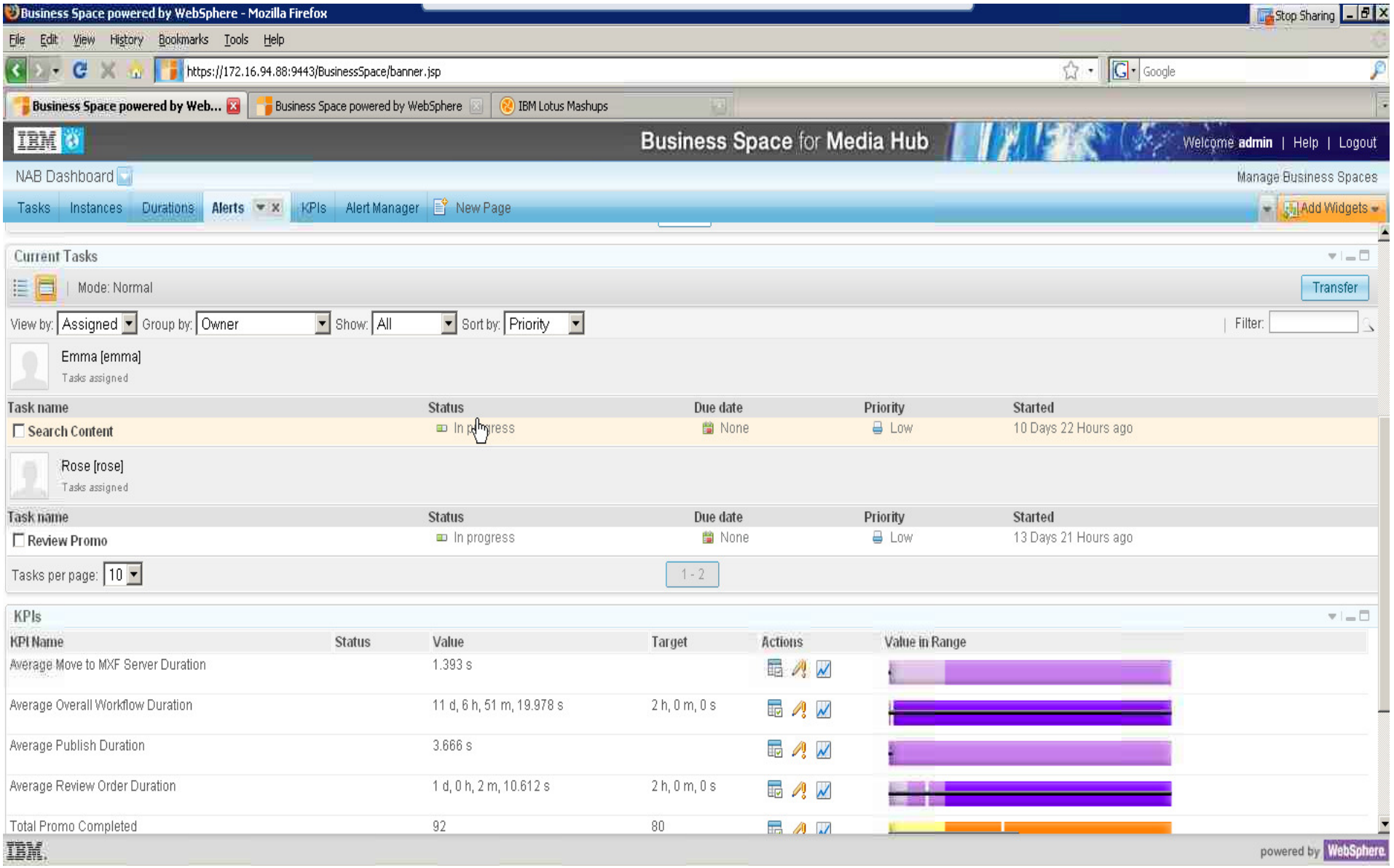
Detalhando Alertas



Alertas e KPIs



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

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**

Pilot → Production → Starburst

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
- Requitos, 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

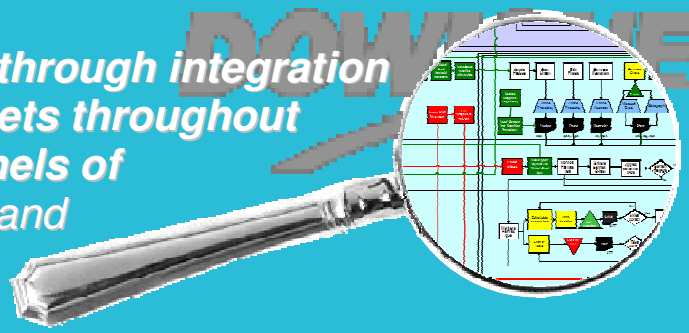
IBM MediaHub Solutions - Dow Jones e NFL (National Football League)

Business Challenge

DOWJONES

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

Solution & Findings



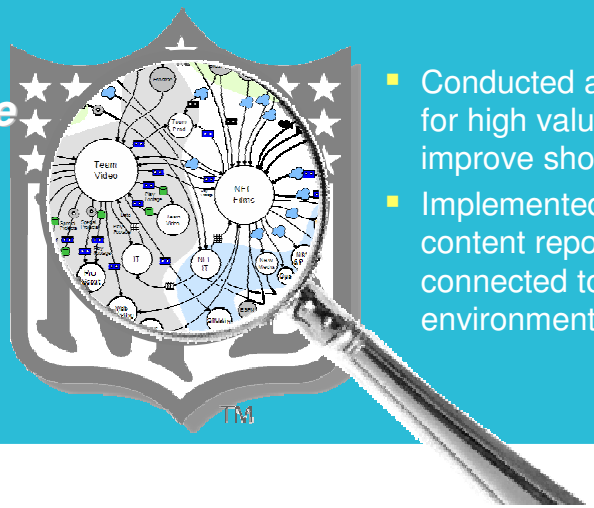
- Conducted analysis to look for opportunities to improve content formats & handling.
- Develop plan and strategy to standardize content format across divisions.
- Establish plan for enterprise content platform.

Benefits

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

NFL

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

IBM

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

Television audience
100 million worldwide **15% increase** year on year

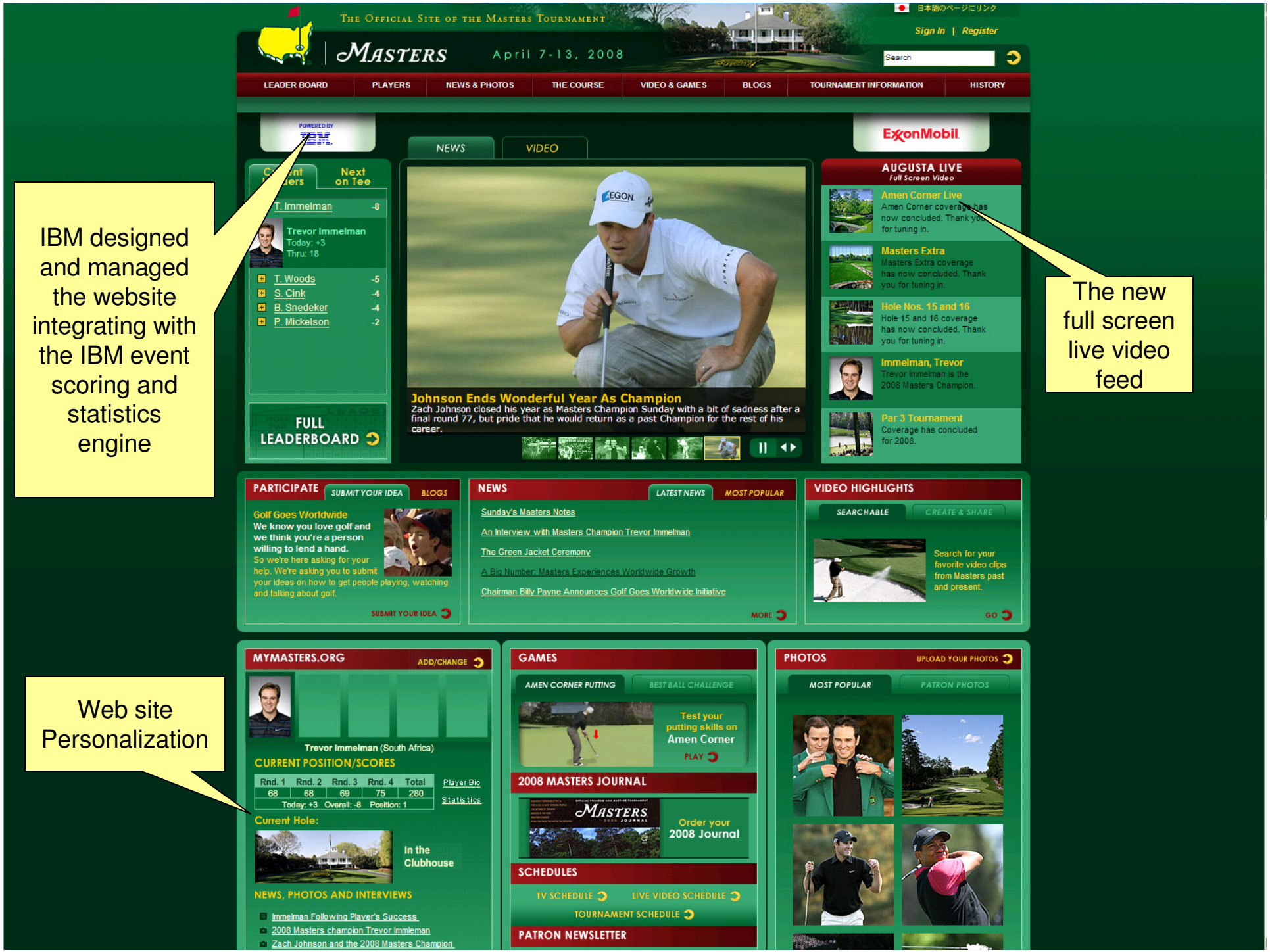
Website audience (www.masters.org)
5.4 million unique visitors **16% increase** year on year
2.2 million unique visitors on Friday (April 11th)

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


IBM designed and managed the website integrating with the IBM event scoring and statistics engine
The new full screen live video feed
Web site Personalization
THE OFFICIAL SITE OF THE MASTERS TOURNAMENT
MASTERS
April 7-13, 2008
Sign In | Register
Search
LEADER BOARD
PLAYERS
NEWS & PHOTOS
THE COURSE
VIDEO & GAMES
BLOGS
TOURNAMENT INFORMATION
HISTORY
POWERED BY IBM
ExxonMobil
NEWS
VIDEO
Next on Tee
T. Immelman -8
Trevor Immelman
Today: +3
Thru: 18
T. Woods -5
S. Cink -4
B. Snedeker -4
P. Mickelson -2
FULL LEADERBOARD
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.
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.
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 68
Rnd. 2 68
Rnd. 3 69
Rnd. 4 75
Total 280
Today: +3 Overall: -8 Position: 1
Player Bio
Statistics
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
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 sub
your ideas on how to
ple playing, watching and talking abo
SUBMIT YOUR IDEA
NEWS
LATEST NEWS
MOST POPULAR
Sunday's Masters Notes
An Interview with Masters Champion Trevor Immelman
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Chairman Billy Payne Announces Golf Goes Worldwide Initiative
VIDEO HIGHLIGHTS
SEARCHABLE
CREATE & SHARE
Search for your favorite video clips from Masters past and present.
GO
User submissions
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
YOUR CUSTOM PLAYERS
Watson, Bubba
Watson, Tom
Weaver, Drew
Weekley, Boo
Weir, Mike
Wen-Chong, Liang
Westwood, Lee
Wetterich, Brett
Zoeller, Fuzzy
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
our Custom Players" click
on the players name. The player will be transferred back to the Select List.
CLEAR S
CLOSE & SAVE
Customized player list
GAMES
AMEN CORNER PUTTING
BEST BALL CHALLENGE
Test your putting skills on Amen Corner
PLAY
2008 MASTERS JOURNAL
MASTERS
Online games
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 PHO
S
User submissions
Privacy Statement | Site Map | FAQs | Search
RSS
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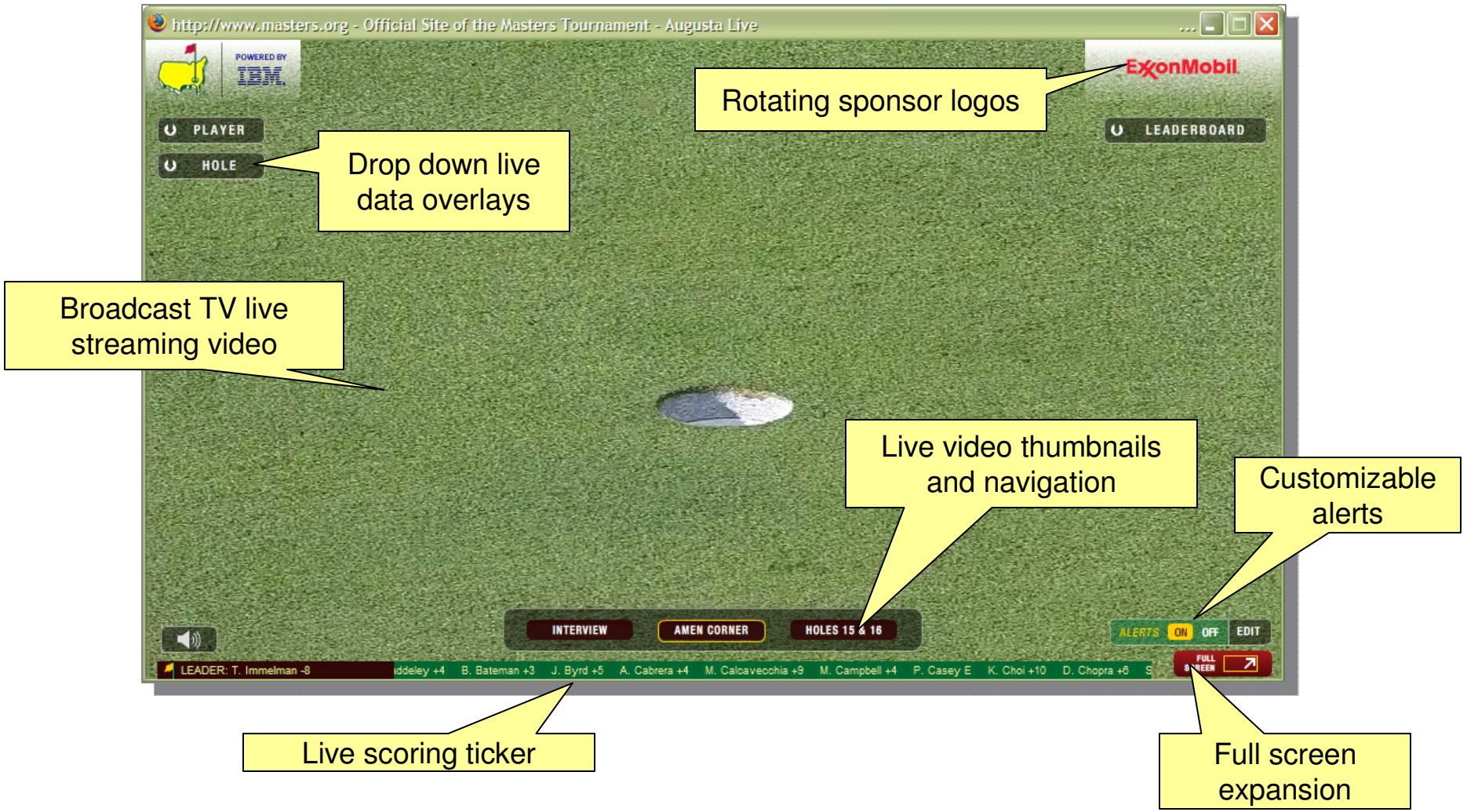
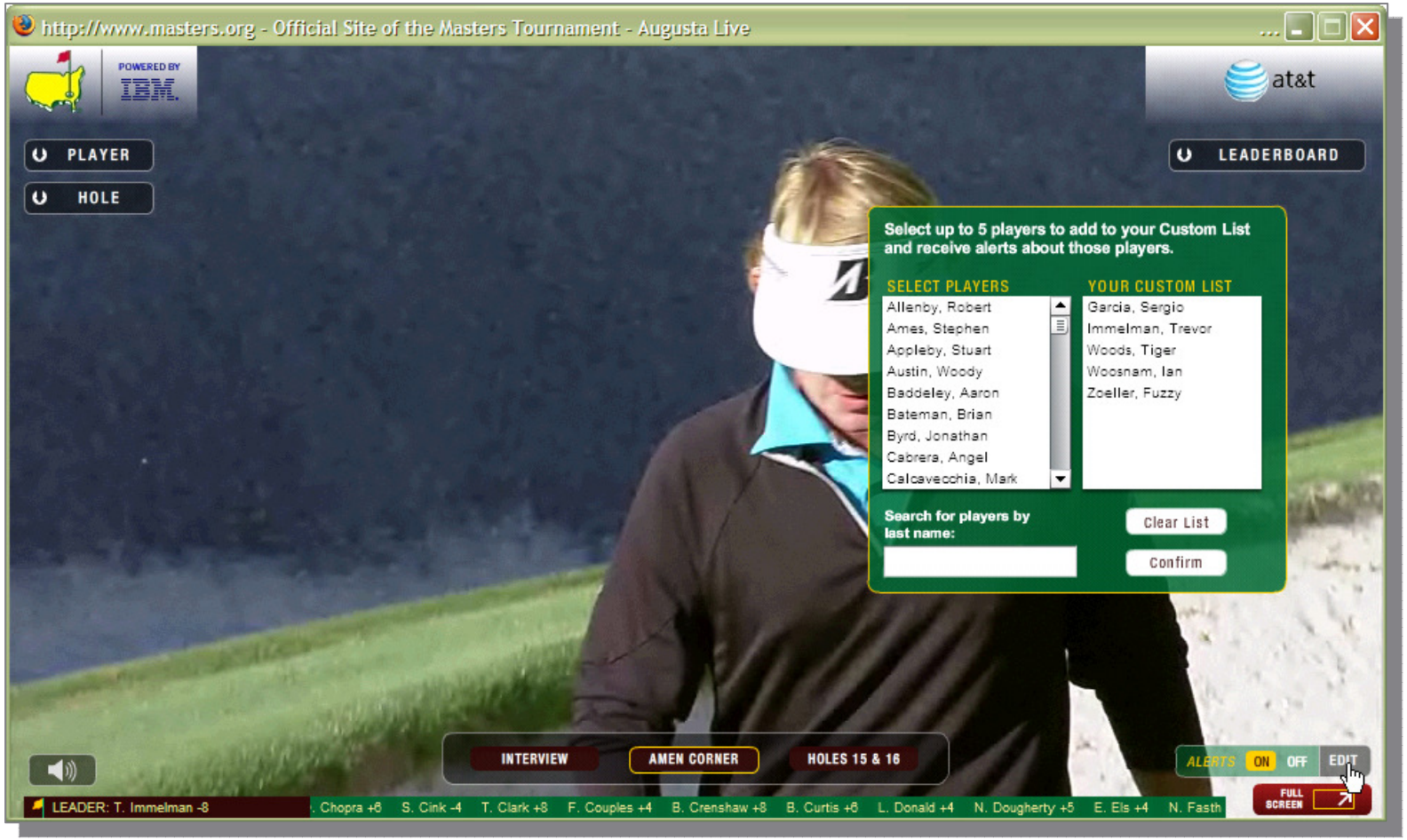
Masters is a registered trademark of Augusta National, Inc.

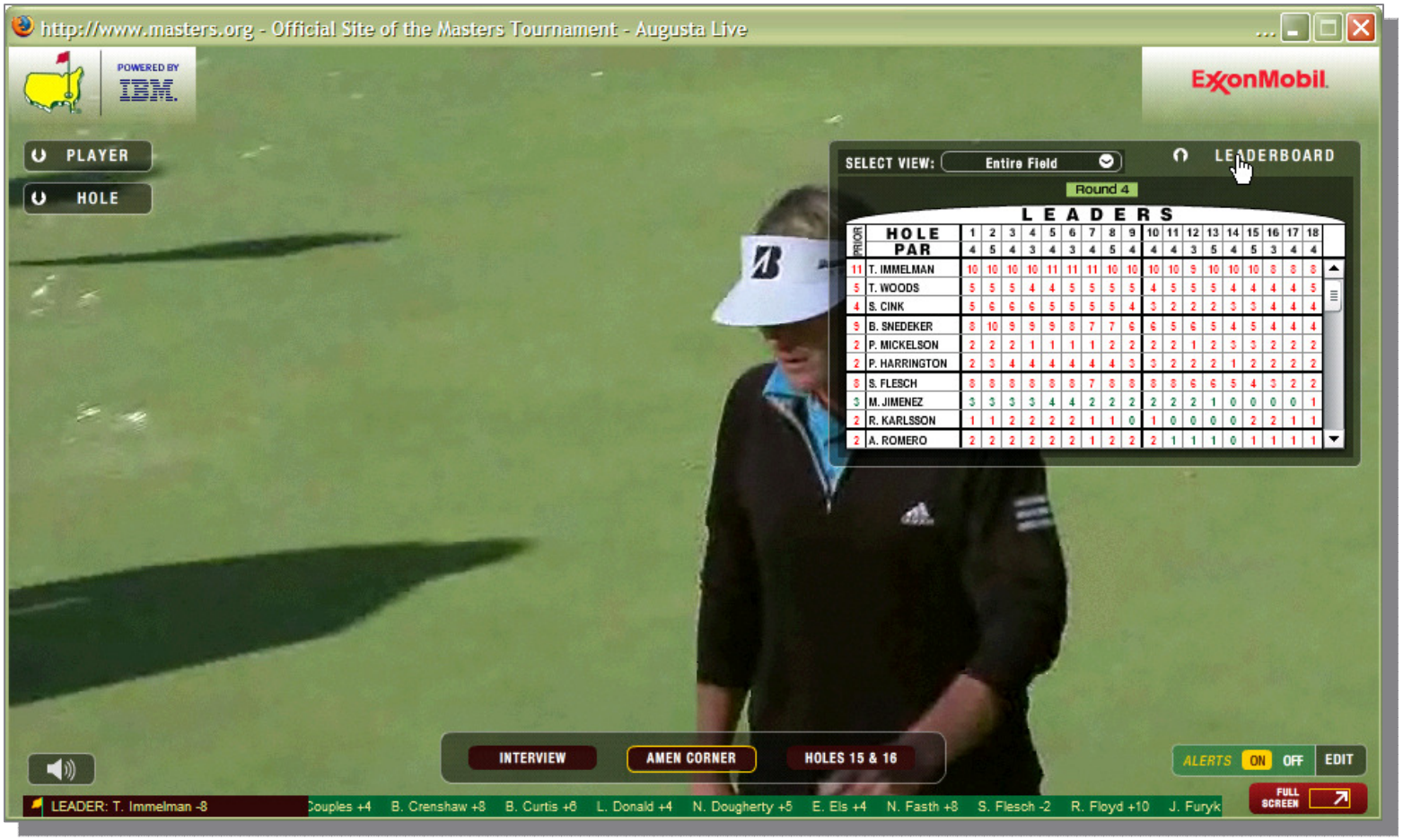
The Masters Live – streaming video experience



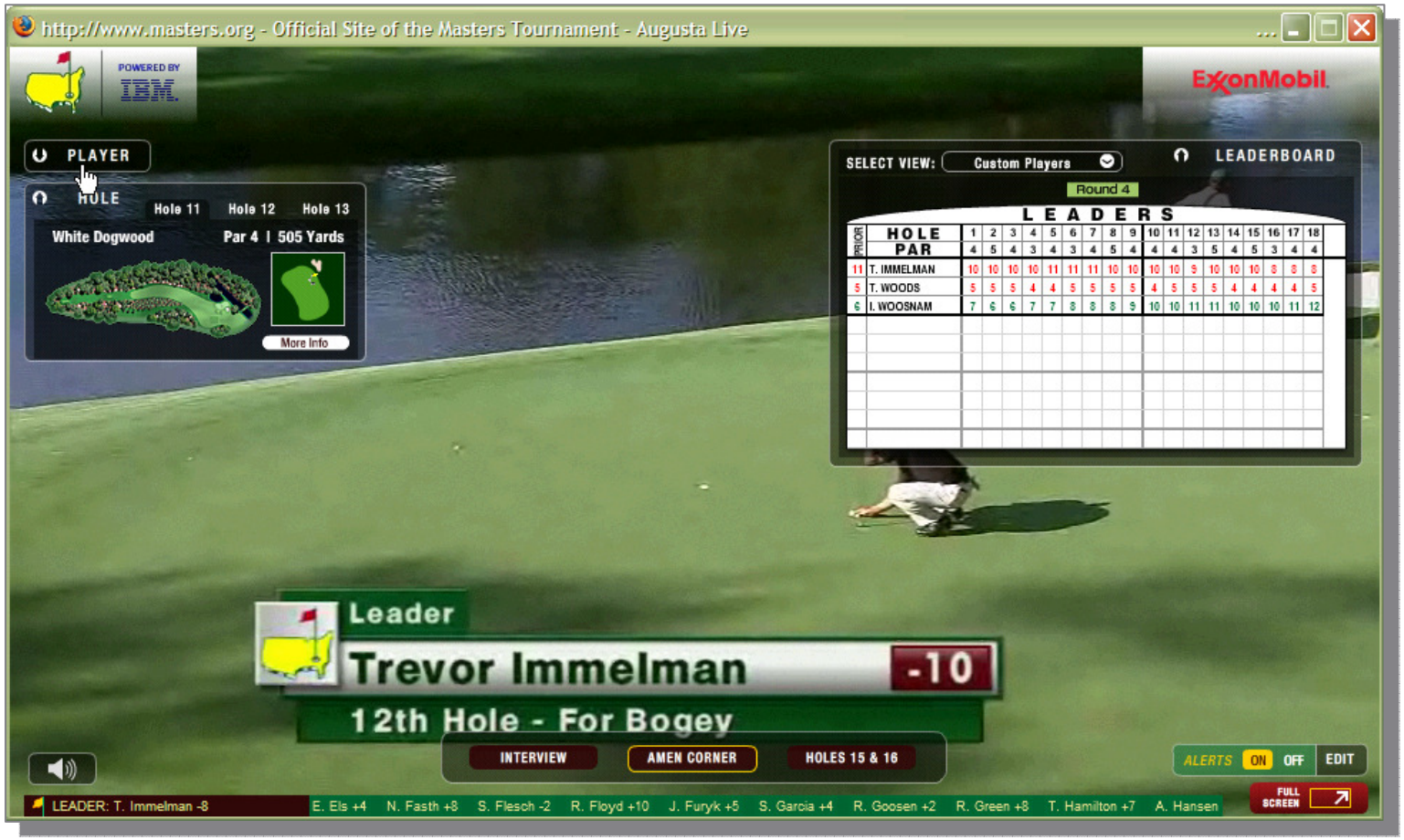
The Masters Live – customizing the player alerts



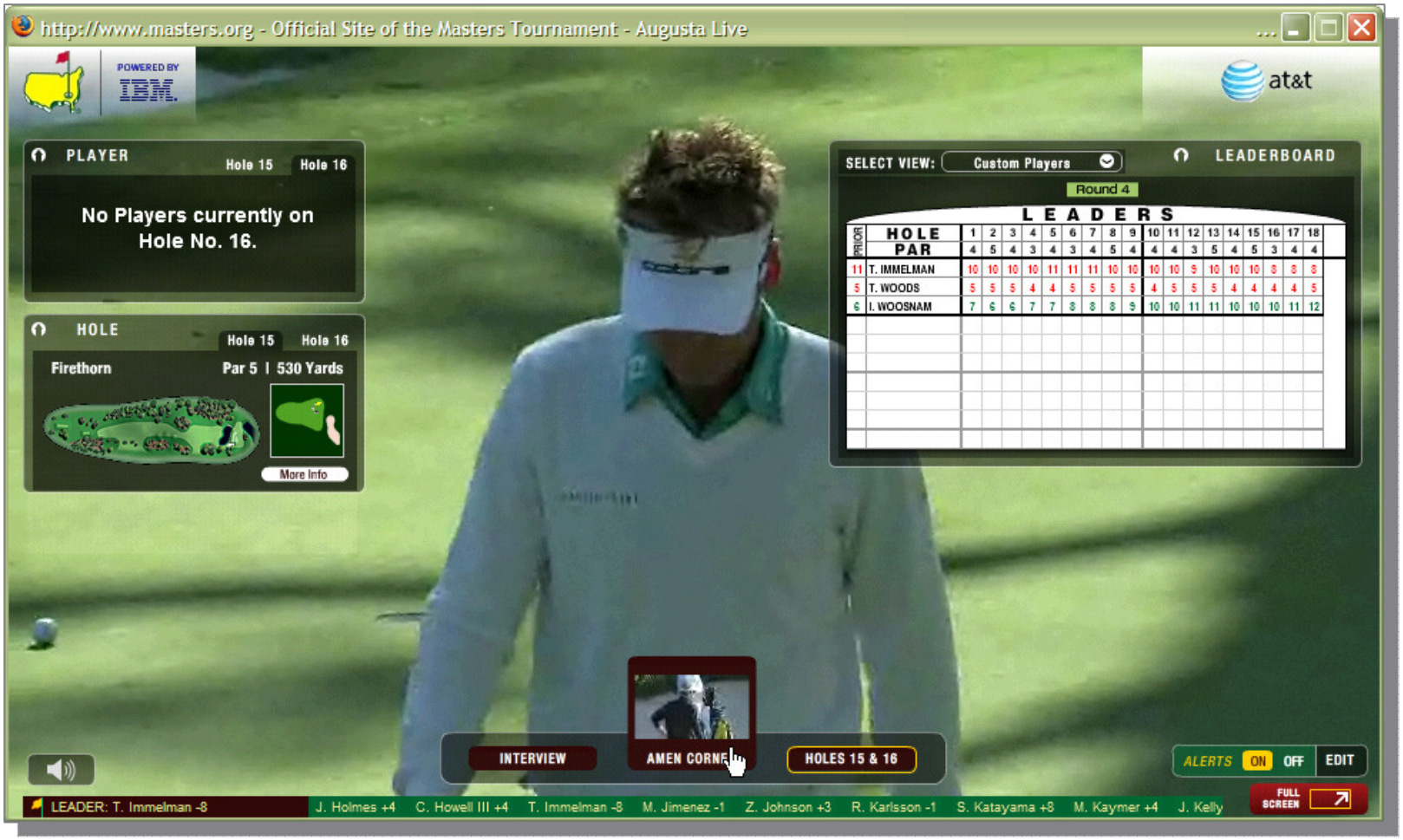
The Masters Live – live leaderboard overlay



The Masters Live – customized live leaderboard overlay



The Masters Live – live data widgets and live video thumbnail



Obrigado

Smarter solutions for a creative world

Francis Ricalde
IBM Senior IT Architect
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IBM