Introductory Overview of Architectural Elements

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Purpose

The role of an Asset Management Solution is to provide a mechanism that facilitates the ingest, storage and re-use of ones’ content.
Content Requiring Management
(Digital and Physical)

- Audio
- Video
- Images
- Text
Applications

- Training (Sales, Customer, Etc.)
- Video Production (Pre & Post)
- Archive (Longevity & Re-use)
- Broadcast
- Education
- E-Commerce
- “Fill in the Blank”
# Basic Components of an Asset Management Solution

<table>
<thead>
<tr>
<th>Source</th>
<th>Ingest</th>
<th>Management</th>
<th>Distribution</th>
<th>Output</th>
</tr>
</thead>
<tbody>
<tr>
<td>Tape / Media Storage</td>
<td>Keyframe Extraction</td>
<td>Storage of Digital Content</td>
<td>Internet Intranet</td>
<td>Web Production Workstation</td>
</tr>
<tr>
<td>Satellite Feed</td>
<td>Metadata Extraction</td>
<td>MAM / Database System</td>
<td>Media Servers</td>
<td>EDL's</td>
</tr>
<tr>
<td>Internet Connection</td>
<td>Transformation</td>
<td></td>
<td></td>
<td>DVD</td>
</tr>
<tr>
<td>Direct Connection</td>
<td>Digitization</td>
<td></td>
<td></td>
<td>Intranet</td>
</tr>
<tr>
<td>File Server</td>
<td></td>
<td></td>
<td></td>
<td>Extracted</td>
</tr>
<tr>
<td>Digital Camera</td>
<td></td>
<td></td>
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<td>Other</td>
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Digital Solutions & Multimedia Concepts Incorporated  
October 18, 2000
Digitization

- **Format**
  - Real, ASF, QuickTime, MPEG-1, MPEG-2
  - Frame Accuracy Issues
  - JPG, PDF, PSD........
  - SDII, WAV,.......
  - Standards?

- **Quality**
  - Internet
  - Extranet
  - Production
  - Archive?
  - Other Purposes
Automated Metadata Extraction

- Automatic Ingest of Header Information
- Audio/Video Loggers
  - Scene Change Detection
  - Closed-Captioning Capture
  - Speech-to-Text
  - Object Character Recognition
  - Image/Logo Recognition
- Text Based Indexing Engines
- Quality Assurance Measures
Asset Management Software

- Workgroup vs. Enterprise
- COTS vs. Custom Developed
- Search Functionality
- Fulfillment Modules
- Robust & Stable API/SDK!!
- Cost vs. Functionality (Out of the Box)
Physical Storage

- **Access Time**
  - On-line (RAID)
  - Near Line (Robotic Tape, DVD, Etc.)
  - Off Line (Shelf)

- **Reliability**

- **Longevity**

- **HSM Strategy?**

- **Cost Benefit Decision**
Find and Distribute

- Find what you want when you want it.
- Access to various formats (proxies)
- Decision / Selection
- Collaborate
- Transform and Deliver
Output

- Various Forms of Text Based Profiles
- Digital Content to Editing Systems
- Re-use
  - Via Physical Media Distribution
  - Network Based Distribution
- Re-package
  - Consumer
  - Business to Business
  - Web Syndication
  - “What is your Business model?”
# Workflow

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<td>Storage of Digital Content, MAM/Database System</td>
<td>Internet Intranet, Media Servers</td>
<td>DVD, EDL's, Internet Intranet, Extranet, Other</td>
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**Diagram:**
- **Workflow:**
  - Source: Tape / Media Storage, Satellite Feed, Internet Connection, Direct Connection, File Server, Digital Camera
  - Ingest: Keyframe Extraction, Metadata Extraction, Transformation, Digitization
  - Management: Storage of Digital Content, MAM/Database System
  - Distribution: Internet Intranet, Media Servers
  - Output: DVD, EDL's, Internet Intranet, Extranet, Other