

**CHESA**

chesapeake systems



Content Supply Chain?

# What is the Content Supply Chain?

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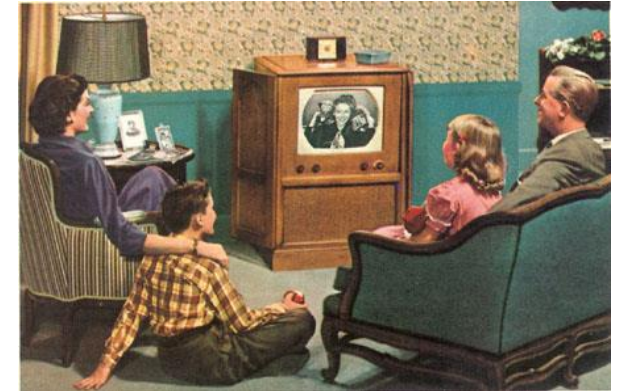
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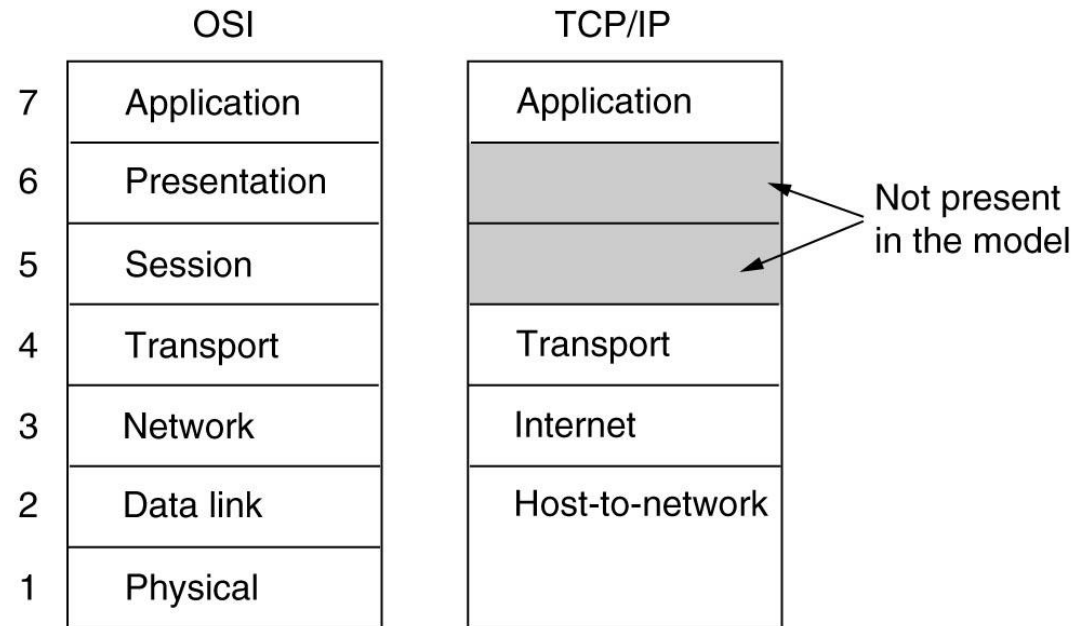
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A Stack!



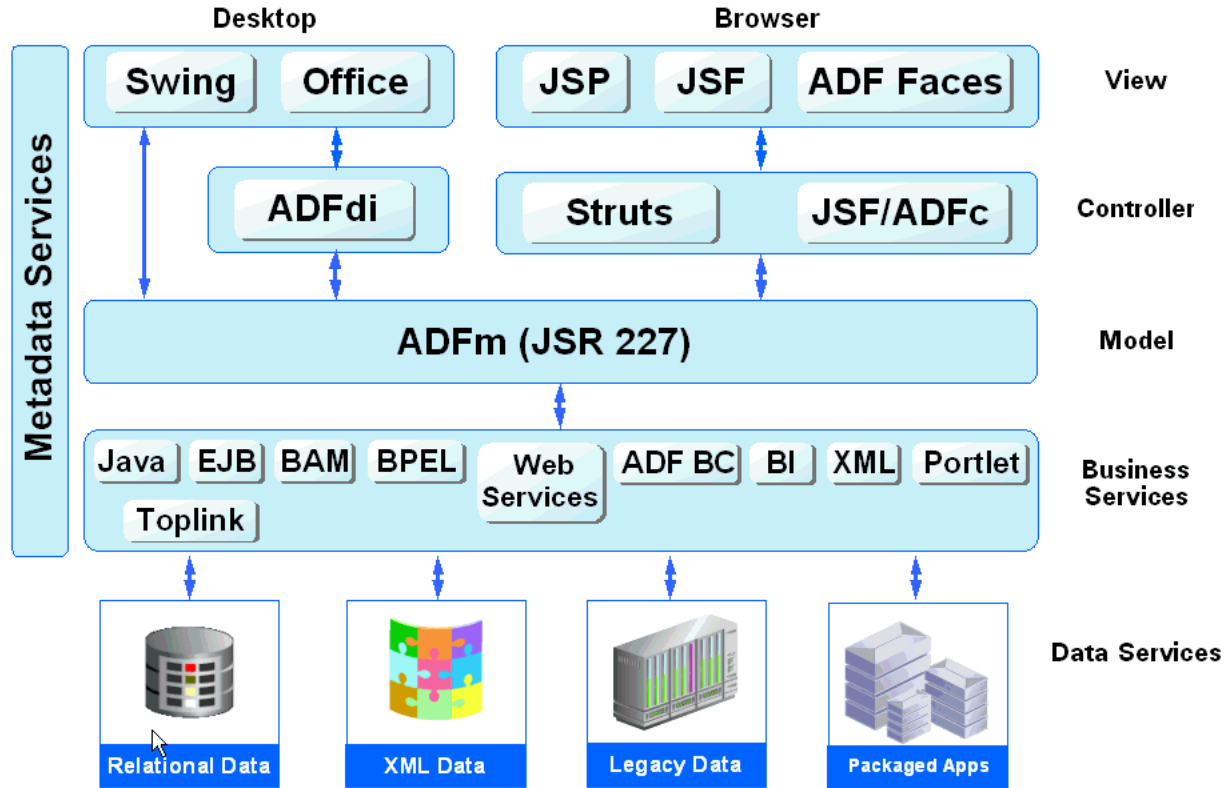
# Stacks Are Useful

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## Networking Stacks

# Stacks Are Useful



# Software Stacks

# The Media Stack

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Production Streams, Files & metadata

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Post Files, metadata, proxies, and processes

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Transcode

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QC – human & automated

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Workflow automation, ESB, BPM

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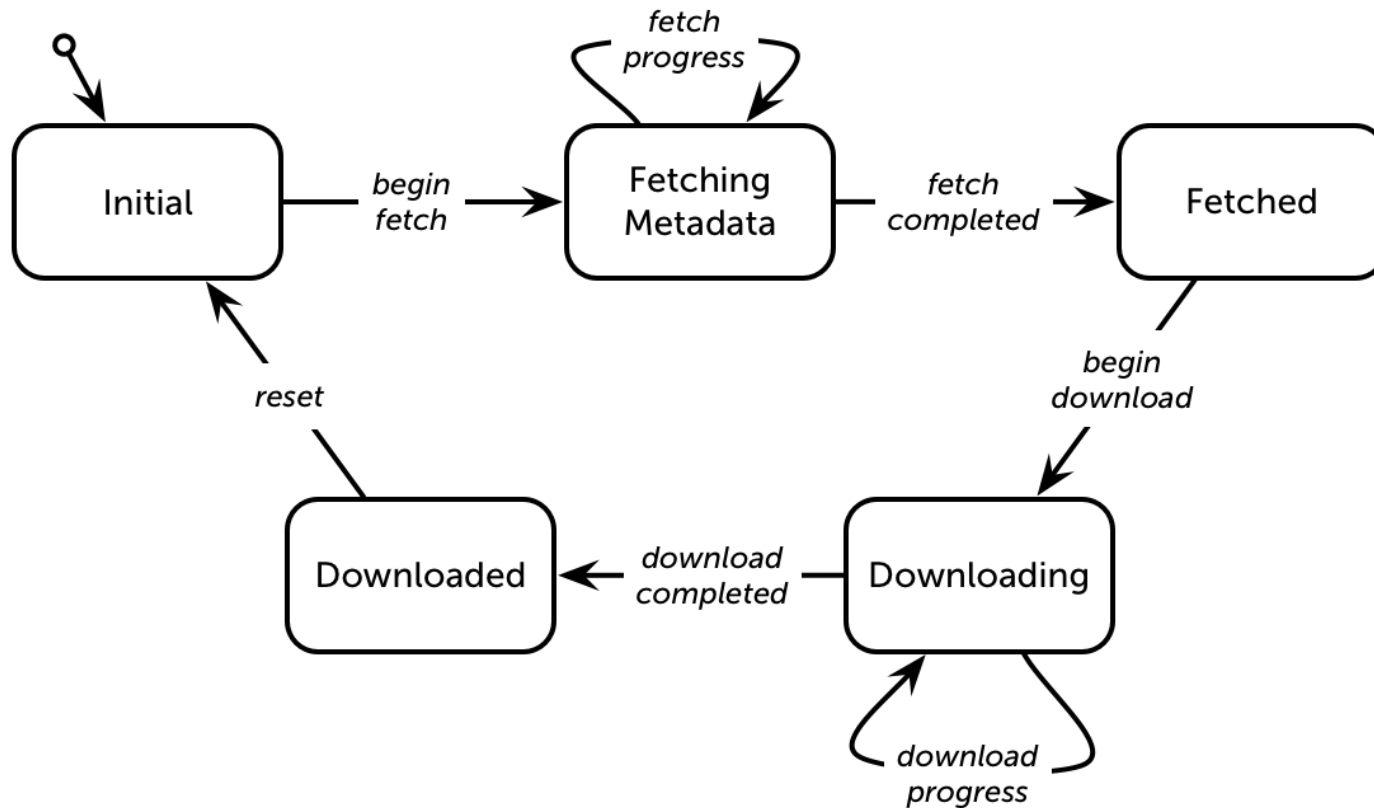
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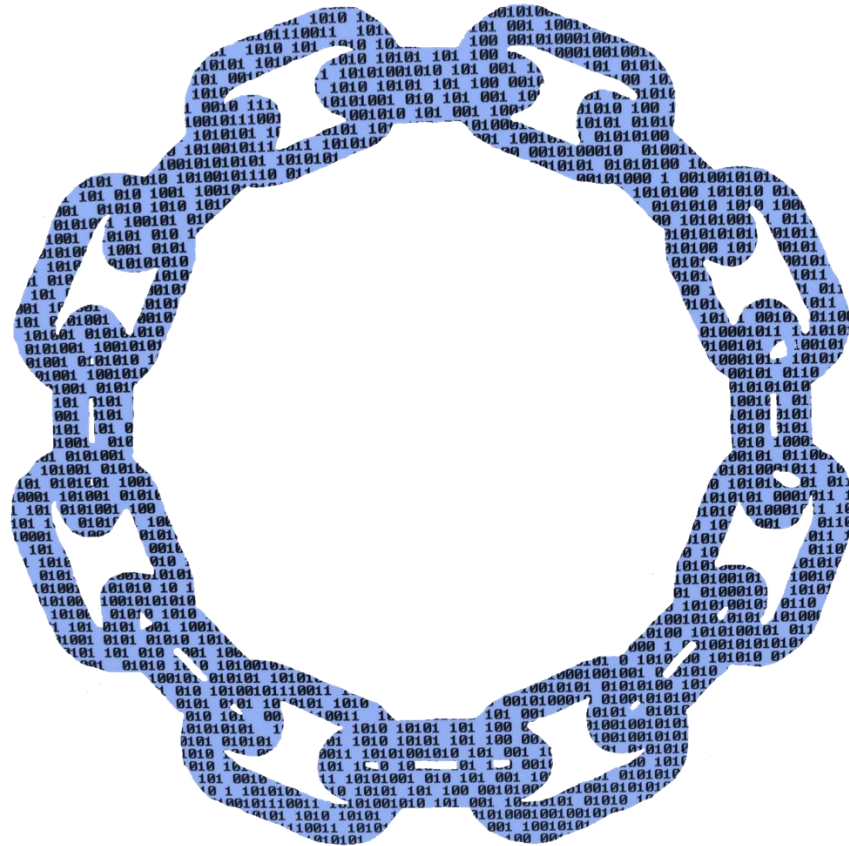
Playout servers, traffic & automation

CMS, CDN & video players

# A Big Ol' State Machine



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