Content Supply Chain?
What is the Content Supply Chain?
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A Stack!
Stacks Are Useful
Stacks Are Useful

Networking Stacks
Stacks Are Useful

Software Stacks
The Media Stack
The Media Stack

Production Streams, Files & metadata
The Media Stack

Production Streams, Files & metadata
Post Files, metadata, proxies, and processes
The Media Stack

Production Streams, Files & metadata
Post Files, metadata, proxies, and processes
Review & Approval, Collaboration
The Media Stack

Production Streams, Files & metadata
Post Files, metadata, proxies, and processes
Review & Approval, Collaboration
Delivery files & metadata payloads
The Media Stack

Production Streams, Files & metadata
Post Files, metadata, proxies, and processes
Review & Approval, Collaboration
Delivery files & metadata payloads
On-premises systems
The Media Stack

Production Streams, Files & metadata
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Review & Approval, Collaboration
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On-premises systems
Cloud Systems
The Media Stack

Production Streams, Files & metadata
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On-premises systems
Cloud Systems
MAM, DAM, PAM
The Media Stack

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Cloud Systems
MAM, DAM, PAM
Transcode
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Transcode
QC – human & automated
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QC – human & automated
Workflow automation, ESB, BPM
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Playout servers, traffic & automation
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Workflow automation, ESB, BPM
Playout servers, traffic & automation
CMS, CDN & video players
A Big Ol’ State Machine

Initial

- begin fetch
- reset

Fetching Metadata

- fetch progress
- fetch completed

Downloaded

- download completed

Downloading

- begin download
- download progress

Fetched
Content Supply Chain