



HPE Media Workflow Master 3

Gain digital production workflows



The digital TV industry is undergoing a major transformation—moving to an IT-based operation and Internet-based business, while adopting cloud services functionalities. This revolution is the answer to challenges broadcasters and emerging over-the-top (OTT) players are facing today, such as:

- Technology complexity
- Faster deployment than in-house development
- Comprehensive and secure storage of media assets and subscriber information
- Easy discovery of relevant content
- Operating expenses instead of capital expenditure business model

This new paradigm—strongly supported by evolving IT enablers—affects how products are created, distributed, and consumed. By adopting a digital media content production platform, broadcasters and service providers have the unique opportunity to create their own single, scalable, product-agnostic infrastructure. This transformation can be extended from content ingest to every aspect of editing and production—and across video contribution and distribution networks, to provide a wide offering on customers' screens.



To reap cost-cutting benefits and increase efficiency, media companies must evolve to digital production workflows. At the same time, they will gain greater control of the media content production value chain by:

- Building a file-based process framework
- Establishing a common digital content library
- Transforming the architecture to an IP-based infrastructure

According to EBU research, the live production environment still relies mainly on specialty hardware and dedicated serial digital interfaces (SDIs), making it the most critical application for broadcasters. It requires the lowest latencies and highest throughput and reliability, which explains why those proven technologies still dominate. Efficient compression technologies, combined with packet-based networks evolution and supported by SDN functionalities, will progressively migrate toward IP-based live production

Introducing HPE Media Workflow Master 3—the corporate DAM

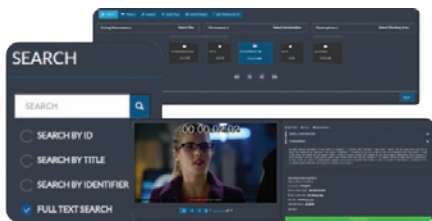
Hewlett Packard Enterprise (HPE) provides companies working with complex media-related workflows the means to accelerate their digital production challenges. Introducing HPE Media Workflow Master 3 (MWM3), a multidepartmental digital asset management (DAM) platform, workflow orchestrator, and resource manager in an agnostic-infrastructure environment.

MWM3 open infrastructure helps to orchestrate the disparate systems from siloed departments into a single collaborative system. This allows you to efficiently repurpose and repackage your content assets and get them into the marketplace. HPE MWM3 provides workflow management applications and services to schedule, track, and monitor automated and manual tasks, and to start automated jobs according to defined schedules. It allows you to define dependencies between tasks and dynamically change schedules while processes are running. These workflows can be defined inside and across groups, departments, and organizations. This solution is based on technology standards that avoid vendor lock-in.

HPE MWM3 embeds the tools needed to securely administer and monitor the systems, services, users, and controlled access to applications and repositories. Third-party products, wrapped as web services, can be natively integrated to automate typical media processes, such as transcoding and file migration between storage tiers and silos. And it does so transparently, concealing the complexities of the underlying infrastructure so you can concentrate on your core business.

MWM3 core functionalities

The MWM3 provides tools for each function domain to satisfy specific business needs:



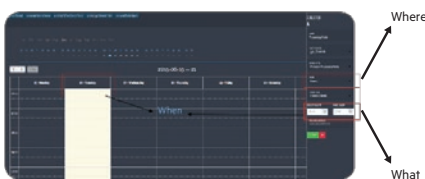
Asset Management

- **Asset Check-In**—This allows manual or automatic execution, and allows a MWM3 user, a content provider, or an external system to archive the asset in terms of technical and editorial metadata. The asset technical metadata are automatically extracted through the integration with MedialInfo System. The editorial ones, instead, can be retrieved through integration with the OMDb (OpenMovie DataBase). The optional Speech-To-Text functionality creates the transcript and allows the subtitles production. Finally, the proxy (a lower quality essence than the master one) is produced to obtain a preview about the content during the browse and search.
- **Browse and Search**—This allows system users to search contents and browse relevant metadata. It shows asset details and allows multiple functionalities, like face detection and preview of the content with subtitles.



Work Order Manager

- **WorkOrder Designer**—Users can access the GUI and create their own work order template as a list of simple and complex activities (production orders) that can be combined with conditional, fork, and join blocks.
- **Accreditation Management**—This functionality allows the administrator of the platform to provide authorization to the user for creating a specific work order instance, using a specific cost center that has to pay for it in terms of resource usage.
- **WorkOrder Execution**—the authorized user can create, through the basket utility, a work order and so execute it.



Resource Manager

- **Farm Manager**—Using the event scheduler, a new work order can be scheduled to instantiate a new processing node for a dedicated media function (for example, transcoding) in a virtual environment, and in the specific farm in which the additional processing capability is required. Processing nodes can also be created with an automatic work order, for example, when all the transcoding systems are unreachable, or the system requires more processing nodes of a specific media function type.



General

- **Monitoring, Reporting, and Administration**—These functionalities enable user monitoring of all the activities in the system, generate a report about the resource usage, and configure all the entities in the system (users, systems, classification scheme, and so forth).

Standards

MWM3 offers an open, service-oriented architecture (SOA), and resource-oriented architecture (ROA) based platform, as a common service layer, where existing and future applications can be “plugged in” with minimum effort.

The MWM3 is also based on these standards:

- HTML5, CSS3, and Javascript: The entire GUI is realized using main standards available on the market.
- EBU Core Main 1.5: The data model is based on EBU data model standard.
- Classification schema: Values are taken entirely from EBU standard.
- WebSocket is the standard protocol used to expose services to GUI.
- SOA/REST: jax-ws and jax-rs are standard protocols used to implement SOA and REST services.
- FIMS: standard interface (promoted by EBU/AMWA), which is used to publish media services functionalities (transcode, conform, movie, and so forth).
- NoSQL DB: MongoDB.
- J2EE: MWM3 is developed and deployed on a standard J2EE application server.
- BPEL: used to implement processes as web services orchestration.
- MPEG-DASH: streaming protocol emerging standard.

Learn more at:
[**hpe.com/csp/media**](http://hpe.com/csp/media)



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