

# OpenCASE for Service Operators

## The Challenge

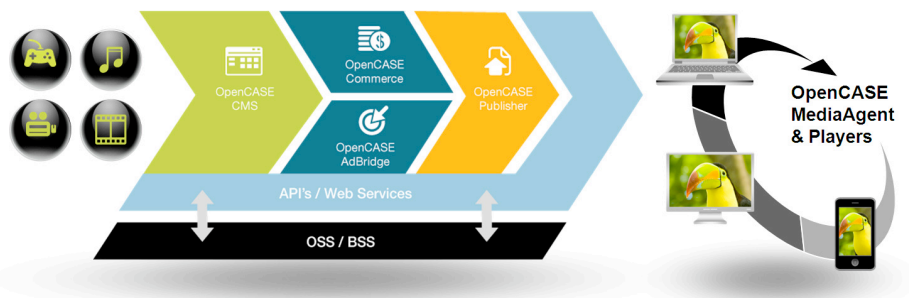
Service operators face unique challenges in deploying commercial video services. First, is the stove-piped nature of the existing service delivery infrastructure. For example, in most cases a robust platform already exists for the delivery of traditional video-on-demand (VOD) services. Another system may handle the delivery of video (or other content types) to mobile handsets, and there is yet another platform for delivery broadband digital content.

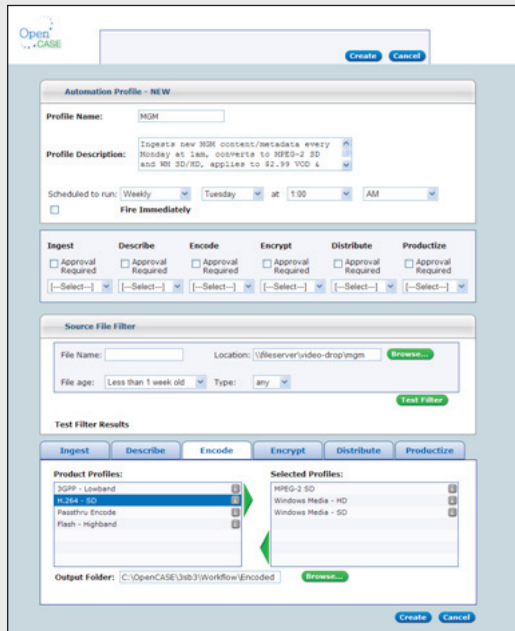
The ingestion, formatting and distribution of the content itself also poses challenges. Each target display device or “screen” has unique requirements and in many cases, the content is formatted, managed and distributed in multiple places for each end point. Even the DRM models and licensing agreements with the rights holders can vary from device to device. Building a robust video service delivery platform across multiple screens requires a flexible platform to unify and link these disparate systems.

## Unified Content Management and Flexible Distribution

ExtendMedia’s OpenCASE was purpose-built to address these challenges for media companies and content distributors. OpenCASE is the only end-to-end, carrier-grade, service delivery platform for large-scale commercial content services that:

- » Unifies digital content ingest processes from any number of content sources
- » Automates and manages transcoding and assets across any number of target formats, devices and distribution platforms
- » Creates flexible business rules for productizing video content including paid downloads, subscriptions, rentals and ad-supported services
- » Syndicates content product lists or “catalogs” to multiple internal or external distribution systems
- » Publishes catalog feeds in Media RSS or Atom formats and defines which assets get delivered to each service or platform
- » Provides pluggable sub-systems for integrating with transcoders, DRM providers, ad servers, CDNs and others
- » Available in both hosted and on-premise enterprise licenses
- » Delivers comprehensive reporting and analytics across multi-screen offerings





The OpenCASE Production Control management console provides an easy-to-use interface for managing the unified ingestion process, automation profiles and overall workflow.

## About ExtendMedia

ExtendMedia's digital content service delivery platform offers unrivaled flexibility and versatility to create, control and securely deliver high-quality digital media content across broadband, TV and mobile devices in both paid media and ad-supported formats. Headquartered in Boston, Mass., ExtendMedia powers initiatives for innovative communications, media and consumer electronics companies including: AT&T, Bell Canada, NBC, Hewlett-Packard, SanDisk, SHOWTIME, NASCAR, and Nelvana Entertainment. For more information, please visit us at [www.extend.com](http://www.extend.com).

## Automation & Workflow Reduces Overhead

Managing your digital assets through a single workflow-driven interface is critical to reducing the overhead of managing a commercial video service. At each stage of the service-creation process, OpenCASE allows you to define reusable sets of automation rules called Profiles that streamline the process. By combining multiple ingestion processes and platforms into a single environment, your video infrastructure becomes easier to manage, modify and evolve. Driving these efficiencies is the OpenCASE Production Control management console (shown to the left) which manages every aspect of the content service lifecycle including ingestion, metadata, encoding, encryption, packaging, pricing, advertising, publishing and distribution.

**Ingestion** - OpenCASE Ingests and Describes submitted assets and metadata, supporting CableLabs, TVAnytime and other specifications through a plugable interface. Custom input formats are supported by employing Extend's Meta Data Pre-Processor.

**Encoding** - OpenCASE allows you to set Encoding Profiles that specify multivariate encoding rules and automatically trigger the encoding process. Encoding rules include a number of video and audio settings including Bit Rate, Video Codec, Frame Rate, Pixel Parameters, etc.

**Security** - OpenCASE allows you to control security policy for your services, regardless of the Encryption scheme. A pluggable interface can support a wide range of DRM solutions including Windows Media and PlayReady, OMA, Widevine, Trusted Flash, Adobe and others, harmonizing authentication and access across your varying distribution channels.

**Flexible Business Models** - OpenCASE allows you ultimate flexibility in Product Packaging. It natively supports a wide array of pricing models including ad-supported, subscription, rental and download-to-own. OpenCASE supports advertising via integration with your preferred hosted ad network or via a built-in ad server.

**Publish and Distribute** - Users can define how their content will be published through the OpenCASE Publisher and out to a new or existing storefront and media player. OpenCASE supports policy-based distribution management, enabling delivery of content via unicast and peer-based delivery systems.