

## Case study



### CHALLENGE

Automate the processing and standardization of film and series catalogs

### SOLUTION

Use Pulse-IT to orchestrate audio-video normalization, transcoding, QC, Traffic and Asset Management

## Be tv revolutionizes movie and series offering with state-of-the-art content preparation

EMBRACE

### RESULTS

**5000 movies and TV series automatically processed each year for play-out on 4 linear channels and 2 VOD services.**

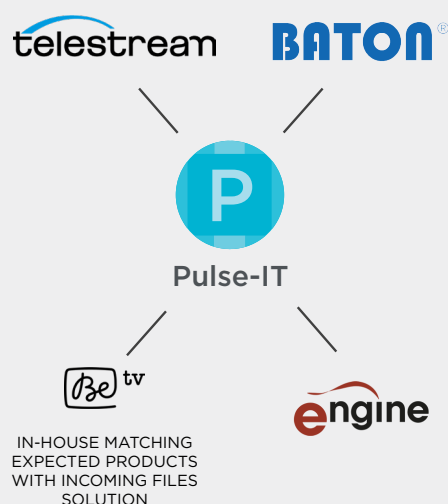
Full control and visibility on all normalization, quality control and verification processes for file-based workflows.

Better management of all particular cases for Human QC operators through web forms.

Deadline job scheduling, priority management and order matching with traffic and asset management system to streamline operations.

API-first integration enables bidirectional communication between Pulse-IT and all systems with status update.

Fully automated accurate, audio processing avoiding unnecessary transcoding.



### BACKGROUND

Be tv and VOO have a strong focus on feature films and TV shows. Each year, they acquire thousands of long-form videos titles. Content normalisation and quality control (QC) are critical processes in file-based workflows. They have a tangible impact on the business if neglected or improperly implemented. Defects that can be seen or heard by the end viewer result in cord-cutting or subscriber loss. It also affects the brands, add technical post-production costs and delays.

### THE CHALLENGE

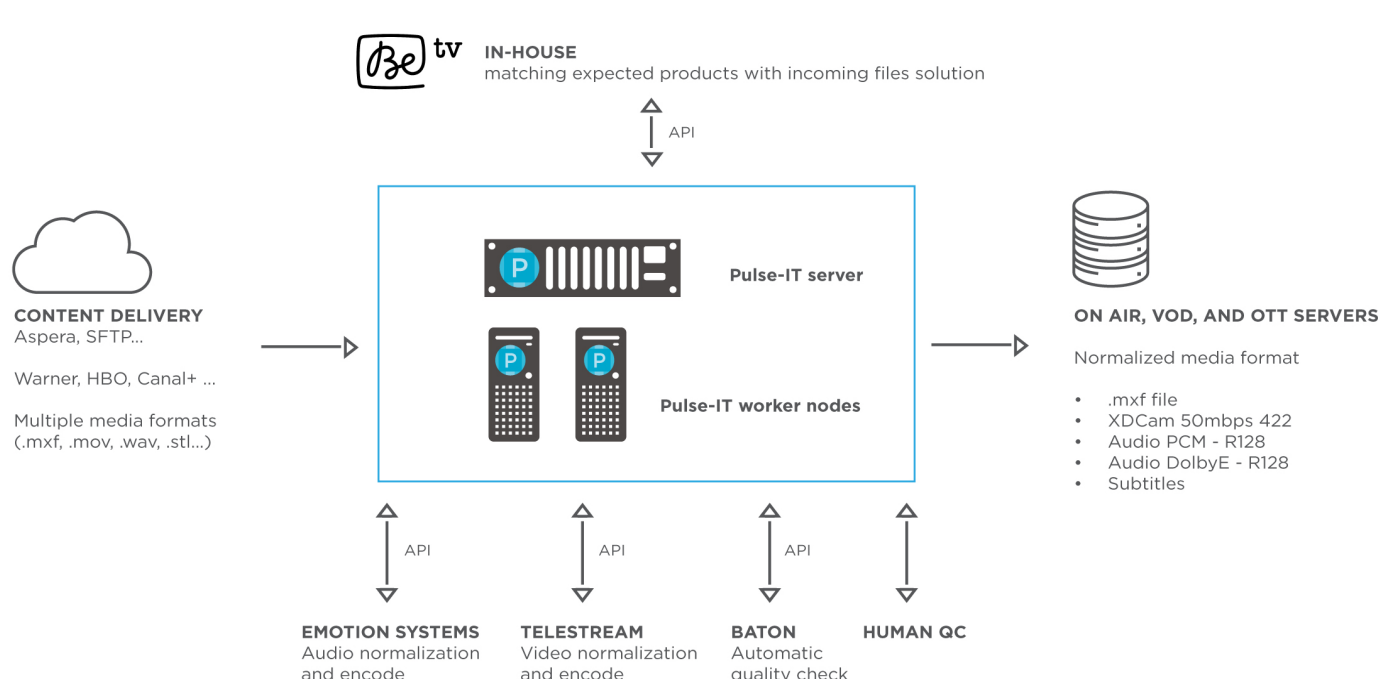
To distribute its premium content to audiences, highly complex content preparation processes need to happen at Be tv. Technical teams must normalize and verify all the files before they go on-air or online. Historically, Be tv and VOO relied on external providers to do the job. As costs were getting higher, Be tv and VOO decided to internalize all the workload in order to boost the efficiency of its media pipeline. **The key success factors though were to automate the maximum number of steps, save time, resources, and last, gain full visibility on all the workflows and associated costs.**

### THE SOLUTION

**Be tv and VOO selected Pulse-IT to streamline the entire normalisation supply chain for roughly 5000 titles per year.** The objective was to handle all file-based workflows - conformation, packaging and quality control- automatically while intelligently fixing errors.

### WHAT HAPPENS UNDER THE HOOD?

**Pulse-IT interacts seamlessly with Emotion Systems for audio normalization, Telestream Vantage for video normalization and transcoding, Interra Baton for QC.** It also connects to Be tv/VOO tailor-made Traffic and Asset Manager (TAM) and Isilon storage. The Form designer and the low-code capabilities of Pulse-IT helped to customize an operator-centric media supply chain in sync with the customer specific requirements. Today, 99% of all processes are completely automated and running 24/7/365.



### ABOUT BE TV

Be tv is a Belgian television service launched in 2004. Operating across Belgium and Luxembourg, Be tv provides a variety of content on both TV and digital platforms. Be tv is part of VOO, the Belgian cable company, operating VOO TV services including video on-demand.

### ABOUT EMBRACE

Embrace produces software that automates systems and connects people. The technology developed by Embrace is used extensively by operational and creative teams around the world to generate videos with graphics automatically and connect the creative departments efficiently with the rest of the production environment.

This automation approach helped the entire technical department to be more efficient. Pulse-IT handles folders creation, files management and all related business processes related to the Traffic and Asset Management system (TAM). Pulse-IT manages order reconciliation and matching based on the original files it receives and the actual purchase order made by the acquisition team.

Be tv/VOO use extensively the scheduler feature from Pulse-IT. The TAM provides to Pulse-IT deadline and priorities' information. Pulse-IT processes tasks based on that information. Pulse-IT Scheduler also scans all watch folders every minute to take required actions. The concept of priority is especially useful to control the Baton QC steps since these are long processing tasks.

Pulse-IT also helps in the management of specific situations where operators need to be alerted. Without in-depth technical expertise, operators receive a notification and use simple contextualised HTML forms to monitor, review and resubmit jobs. Audio processing is a good example. Be tv uses a variety of modules available in Emotion Systems Engine to automate audio processing, such as loudness correction, downmixing, and Dolby E encoding. Using Engines Examine and Conditional Workflow module, Be tv successfully automated 47 individual audio processing workflows for each input variety they receive. Emotion Systems Engine then connects back to Pulse-IT to orchestrate the processes involved in content preparation and QC. In case of rare errors detected by Emotion Systems, operators can re-assign audio tracks directly from a Pulse-IT form. All status and to-do tasks are available through user-friendly dashboards.

In the end, not only Pulse-IT automates the entire file-based workflows, it also provides full visibility and control on jobs without having to troubleshoot issues on individual systems.

With Pulse-IT we were able to automate the processing of nearly 99% of our catalog. Regardless of the provider, regardless of the format of the file received, practically all scenarios are now handled automatically. Pulse-IT saves us time and money. We can do more with fewer resources while respecting deadlines and controlling costs.

**Damien Dubois, Technical Media System Engineer, Be tv**



## EMBRACE

Since 2015, Embrace transforms content creation at scale by connecting people, systems, and processes. The company develops advanced automation, orchestration and collaboration solutions for the media & entertainment industry and global brands. Embrace's aim is to unleash creativity and improve performance around video and graphics supply chains.

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