Be tv

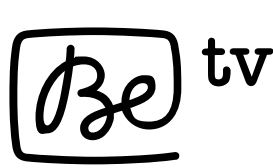## CHALLENGE
Automating the processing and standardization of film and series catalogs.

SOLUTION
Using 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

EMBRAC3

RESULTS

5000 movies and TV series automatically processed each year for play-out on 4 linear channels and 2 VOD services.
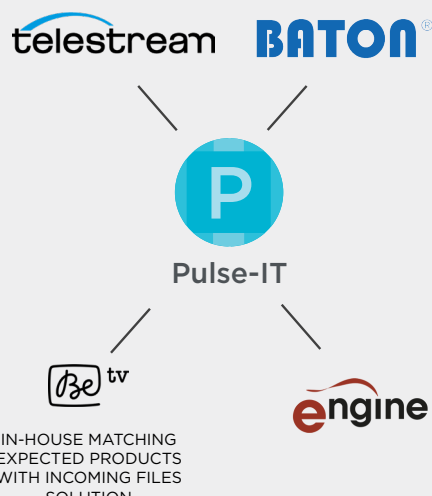
Full control and visibility on all normalization, quality control and verification processes for file-based workflows.

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.

telestream   BATON

P
Pulse-IT

Be tv   engine

IN-HOUSE MATCHING EXPECTED PRODUCTS WITH INCOMING FILES SOLUTION

BACKGROUND

Be tv and VOO have a strong focus on feature films and TV shows. Each year, they acquire thousands of long-form video titles. Content normalization 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 brands, adding 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 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 its media pipeline.efficiency.
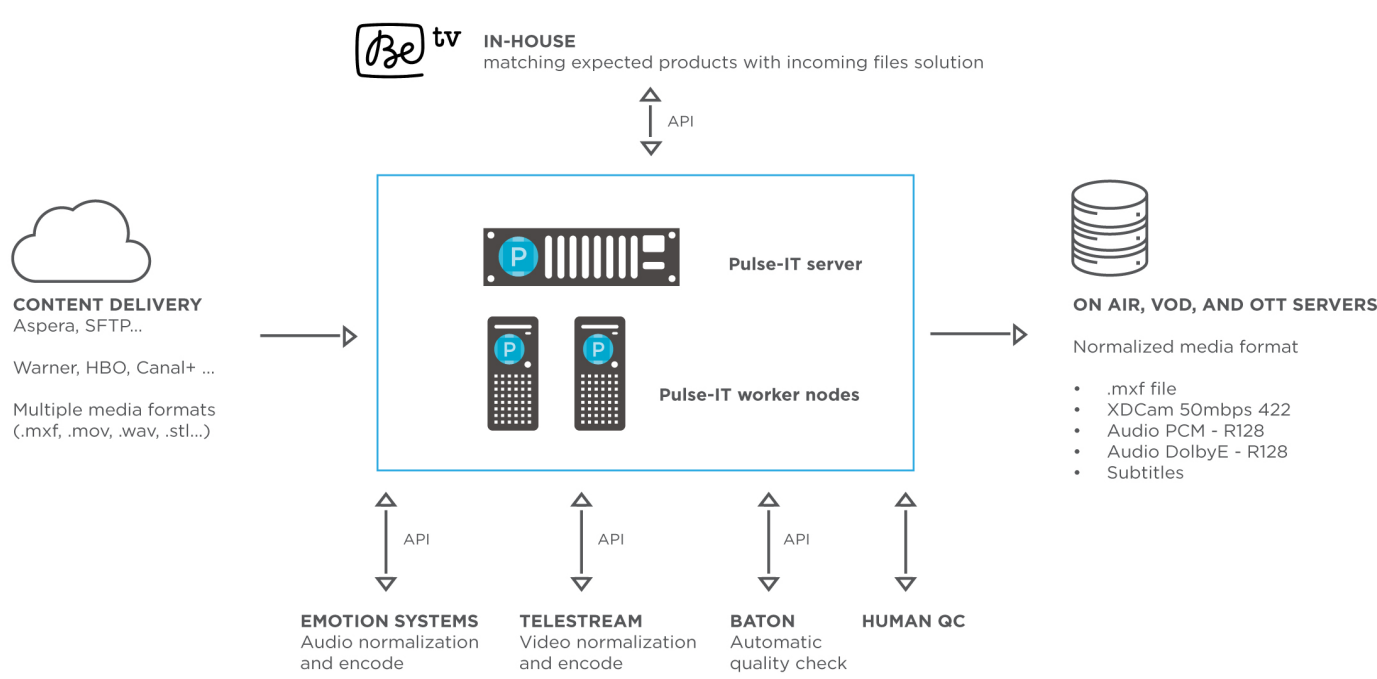**The key success factors though were automating as many steps as possible, saving time and resources, and achieving complete visibility into all workflows and associated costs.**

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 integrates with Be tv/VOO custom Traffic and Asset Manager (TAM) and Isilon storage. The Form designer and low-code capabilities of Pulse-IT facilitated to customization of an operator-centric media supply chain, aligned with the customers needs. Today, 99% of all processes are completely automated and running 24/7/365.

Be tv IN-HOUSE
matching expected products with incoming files solution

API

CONTENT DELIVERY
Aspera, SFTP...

Warner, HBO, Canal+ ...

Multiple media formats
(.mxf, .mov, .wav, .stl...)

P
Pulse-IT server

Pulse-IT worker nodes

ON AIR, VOD, AND OTT SERVERS
Normalized media format
• mxf file
• XDCam 50mbps 422
• Audio PCM - R128
• Audio DolbyE - R128
• Subtitles

API   API   API

EMOTION SYSTEMS   TELESTREAM   BATON   HUMAN QC
Audio normalization   Video normalization   Automatic
and encode   and encode   quality check

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 excels in the market with its powerful specialized business process management technology for media workflow orchestration.
Embrace emphasizes low-code,human integrations, scalability, and sovereignty, making it a trusted solution for the media and entertainment industries. Its widespread adoption highlights its ability to empower all teams to handle complex mission-critical demands effectively..

This automation approach increased the efficiency of the entire technical department. Pulse-IT manages folder creation, file management and all business processes related to the Traffic and Asset Management system (TAM). Pulse-IT also manages order reconciliation and matching, based on the original files received and the actual purchase orders made by the acquisition team.

Be tv/VOO extensively utilize the scheduler feature of Pulse-IT. The TAM provides Pulse-IT with deadlines and priority information, which Pulse-IT uses to process tasks accordingly. Pulse-IT Scheduler also scans all watch folders every minute to take necessary actions. The concept of priority is particularly useful for controlling the Baton QC steps, as these involve lengthy processing tasks.

Pulse-IT also aids in managing specific situations where operators need alerts. Without requiring in-depth technical expertise, operators receive notifications and use simple, contextualised HTML forms to monitor, review and resubmit jobs. For example, Be tv uses various modules in the Emotion Systems Engine to automate audio processing, such as loudness correction, downmixing, and Dolby E encoding. Using the Engines Examine and Conditional Workflow modules, Be tv has successfully automated 47 individual audio processing workflows for each input type they receive. The Emotion Systems Engine then integrates with Pulse-IT to orchestrate the processes involved in content preparation and QC. In case of rare errors detected by Emotion Systems, operators can reassign audio tracks directly through a Pulse-IT form. All statuses and tasks are available through user-friendly dashboards.

In the end, Pulse-IT not only automates the entire file-based workflows, but also provides complete visibility and control over jobs, eliminating the need 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 or the format of the file received, almost all scenarios are now automatically handled.
Pulse-IT saves us time and money, allowing us to accomplish more with fewer resources while meeting deadlines and controlling costs.

Damien Dubois, Technical Media System Engineer, Be tv

Be tv