Case study

Orange Prestations TV

CHALLENGE

Pursuing Multiservice Efficiency in Content Distribution on all networks.

SOLUTION

Building a modern TV platform to become a leadingcontent distributor in EMEA, emphasizing innovation in AR/VR,4K, and immersive sound including Dolby Atmos.

EMBRACE Pulse-IT enables Orange Prestations TV to migrate its Media Supply Chain to the Cloud

EMBRACE

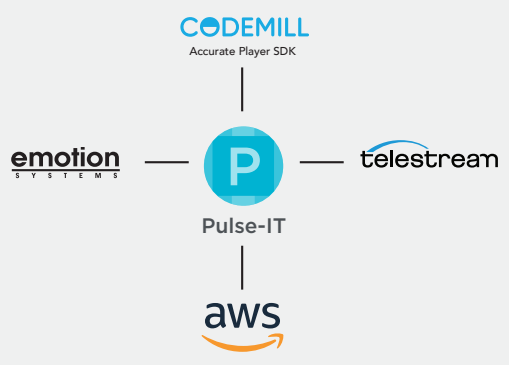
BENEFITS

7,000+ master files generated for OCS and Orange France's VOD service.

9,400 new programs automatically verified.

5,000+ promos generated and delivered automatically.

115,000 assets managed and distributed across multiple platforms: OCS, sVOD, eST.



ABOUT ORANGE PRESTATIONS TV

Orange Prestations TV is specialized in the post-production of films, videos, and television programs. OPTV manages media for linear and on-demand services, including:

- **Media Processing**
  Receiving, verifying, upgrading, and digitizing broadcast media.
- **Post-Production**
  Editing, verification, technical, flow management, and provisioning.
- **Tool Management**
  Administering post-production tools and channel traffic.
- **OTT Services**
  Delivering Over-The-Top platforms with white-label options.
- **Global Distribution**
  Distributing media to ISPs and major international OTT platforms.
- **Professional Services**
  Expertise in application development and media supply chain management.

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.

BACKGROUND

Orange Prestations TV (OPTV), as the technical operational arm for Orange group in media-related workflows, faced significant challenges within its content supply chain due to the rapidly evolving landscape. In response, OPTV initiated a strategic transition to the Cloud.

To address these challenges, OPTV embarked on a transformative journey by developing a highly automated platform named «Cronos» on the AWS Cloud, aimed at revamping its complex ingest and quality control methodology.

THE CHALLENGE

This uncertainty is compounded by intense competition, shifting consumer behaviors, and continuous technological advancements such as AI.

Addressing these challenges necessitates continual adaptation and a forward-thinking approach to maintain relevance in the industry. OPTV also faces the challenge of managing unpredictable content volumes, rapidly adapting to new requirements, and enhancing observability to measure content processing costs accurately per minute.

THE SOLUTION

Orange Prestations TV devised 'Cronos,' a state-of-the-art platform hosted on AWS, with EMBRACE Pulse-IT orchestrating its operations.
Pulse-IT streamlines encoding, QC processes, and facilitates seamless low-code API integrations, provides very intuitive professional user interfaces for operators, leveraging Accurate Player SDK from Codemill.

Cronos underwent rapid deployment, becoming operational within just four weeks, owing to the efficiency of low-code.

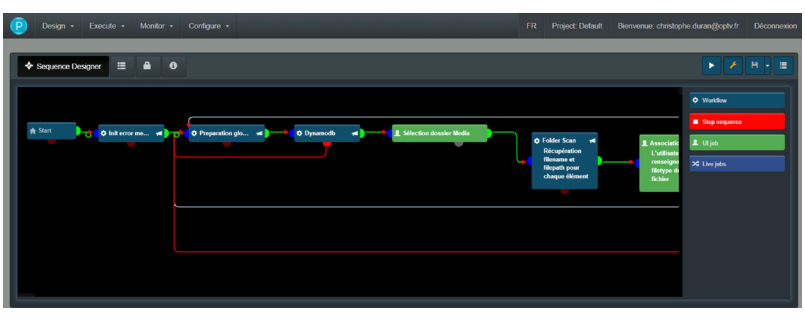
This agility enables swift translation of business requirements into automated workflows, ensuring cost predictability. Operating costs were optimized to align with activity levels, offering enhanced flexibility and improved cost management.

The implementation of Cronos markedly enhanced operational efficiency by boltering scalability and parallelization capabilities. This eliminated complexities in content prioritization, streamlining operations for overall effectiveness and an elevated user experience.

WHAT HAPPENS UNDER THE HOOD?

Noticeably, a major challenge was to offer a unique and pristine viewing experience for all users. This was achieved by selecting Accurate Player SDK from Codemill, used in the custom-made Cronos Portal (based on Retool) and within Pulse-IT Forms. All users can verify any multi-audio, multi-language assets directly from their desktop computer!

OPTV's journey, supported by EMBRACE Pulse-IT and AWS, exemplifies successful co-innovation, operational efficiency and adaptability. The implementation of Cronos signifies a forward-thinking approach to content management, ensuring Orange Prestations TV remains at the forefront of the industry.



"Pulse-IT has truly transformed our operations at OPTV. With the rapid and seamless integration of Cronos on AWS, we've experienced unparalleled efficiency and flexibility in managing our media supply chain.

Embrace's expertise throughout this journey has been invaluable, showcasing their commitment to innovation and excellence. We're thrilled with the results and confident in our continued success with Pulse-IT by our side."

Christophe Duran, Content CTO, Orange Prestations TV

EMBRACE

Since 2015, Embrace has been transforming 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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