

# From Start to Finish – Make Smart Content Simple with Wazee Digital



Wazee Digital is the leader in content management, delivery and monetization services for media and entertainment companies.

## ABOUT WAZEE DIGITAL

Wazee Digital's portfolio of products and services, powered by Core, provide content creators, distributors, and broadcasters with the tools they need to manage, transform, and deliver their content to any channel, at any time. From ingest to complex workflow management to transformation and distribution, the Wazee Digital platform empowers your content to find its rightful audience so you can focus on what you do best: create and manage content. Drawing on eleven years of experience, our trusted and secure platform and portfolio of products give control back to content owners and distributors; whether you do it yourself or ask us to do it for you, we enable you to make the most of the valuable content that you make or acquire from others. Scores of the world's greatest media customers have relied on this platform for years, and now it has more rich features and tools, yet is more simple to use than ever.

## Don't Be Disrupted – Take Charge of Your Content with Wazee Digital

There's never been a more exciting time to make or manage content, or to build engaged audiences across multiple channels. But, this explosion of distribution channels can sometimes seem like too much of a good thing, bringing with it significant complexity – and often cost.

This increased complexity is no surprise to anyone with a grasp on today's content ecosystem. Even so, few companies are taking control of their content and their consumers in ways that optimize user experience, and the bottom line.

Today's environment requires a rethinking of the entire digital media supply chain – one which allows content owners to maximize the value of every asset in their library, while enabling them to focus on their core creative capabilities and cater to the needs of today's consumers. That's hard to do when you're dealing with ever-changing, monolithic technologies and evolving workflows – and trying to find the talent to operate it.

The result? Inefficient operations, bloated infrastructure (that becomes obsolete quickly), and quality that suffers due to ever-changing specifications, packaging requirements and SLAs. It's no wonder that many organizations still question if digital revenues will ever really offset traditional losses. That scenario is hard to imagine when digital operations are in the red.

That's where Wazee Digital comes in. For more than a decade, Wazee Digital has been the leader in providing content management, preparation and distribution services for many of the world's leading stock footage licensors, networks and studios. We understand what most companies don't: that streamlining today's complex content management and distribution processes are essential to success in an ever-fragmented supply chain. We've built our business, technology and customer success around a belief that a turn-key media platform empowers our customers to focus on what they do best – their content – leaving the rest to us.

## Start with a Solid Foundation – Wazee Digital Platform

It all starts with the Wazee Digital Platform – the foundation on which Wazee Digital's services are built. Developed entirely around the demands for a secure, high volume, dynamic video infrastructure, the Wazee Digital Platform provides the complete suite of capabilities content owners need to manage, transform and deliver their content to any channel – and we do it with pricing that fits any budget.

Born digital, Wazee Digital has built one of the most high-performance, end-to-end content management, preparation and distribution platforms in the world. Our platform powers the content supply chain for some of media and entertainment's biggest global brands, including Discovery, HBO, Fox, BBC and more.

We start with the premise that no content workflow is too big... or too small. The Wazee Digital Platform has been time-tested to meet the demands associated with massive volumes of content processing. Consider this:

- > More than 40TB of content processed per day – with an estimated 35,000 transcodes
- > 100+ petabytes of content securely stored and managed
- > More than half-a-billion metadata records under management

### We Are With You From the Start

We first built the Wazee Digital Platform to meet the demands of Content Operations organization – some of the most critical and capable users we know. If it wasn't easy and robust enough for them, we knew it wouldn't serve you either. With that in mind, the Wazee Digital Platform seamlessly integrates the key capabilities that make our work easier – and we think yours too. We start with a set of tools that allow you to securely and quickly ingest, describe and catalog your content.

**Secure User Management and Access Control** It goes without saying that security and access control are top-of-mind when it comes to content. The Wazee Digital Platform supports granular, easily configured access controls to make sure only the right people can see and act on the content in your library.

**Content Ingest** Establishing a complete, high quality library is just the first step in the content management process. The Wazee Digital Platform helps automate and expedite content ingest. We offer full quality control and file integrity checks to ensure the content we ingest is the best quality for downstream use.

**Metadata Management** Metadata is what makes your content discoverable – for you and your audience. Capturing rich, comprehensive and intuitive metadata from multiple sources – while being able to easily transform that metadata to meet the needs of your distribution partners – makes for Smart Content. We know that when it comes to content, one size does not fit all. The Wazee Digital Platform uses a flexible metadata schema that expands or contracts to your content needs.

Many metadata tools and asset management systems treat metadata management as a top-level concern, describing content at the asset level only. For content owners looking to fully exploit their assets, the ability to describe content on a scene-by-scene, frame-by-frame basis is critical. With Wazee Digital, you can search and shuttle through a frame-accurate content timeline, as relevant and searchable metadata describe the detail.

**Workflow Management and Dashboard** Wazee Digital's workflow manager allows us to stream-line and optimize every step in the content creation, curation and distribution process, from metadata management to content transcode and delivery. Coupled with the Workflow Dashboard, you have the capability to visually monitor the progress and status of every request.

### We See You Through to the Finish

Building your content library is just the first step on the road to monetization. But, in today's shifting world of platforms, devices and distribution partners, getting your content out the door can be a massive challenge. The Wazee Digital Platform makes content simple – allowing you to transform and deliver even the most complex content orders with ease and confidence. Once your content is ingested, the Wazee Digital Platform delivers the capabilities you need to get content into market quickly, accurately and on-budget.

**Content Transformation** We bring you a best-of-breed suite of content transformation and packaging tools which, when woven together, allow you to prepare and deliver content to any channel. Our arsenal includes transcoding technologies from Amazon, Digital Rapids, Telestream, Brightcove and more. And, we regularly add new capabilities based on the requirements of our customers and their partners.

Our self-service delivery portal allows you to manage an array of delivery details like scheduling, package formatting, transfer credentials, QC, notifications and reporting. For more complex operations, we combine our advanced automation with the hands-on talent of our industry-leading content operators. Our full menu of content preparation services – which includes standards conversion, aspect ratio conversion, subtitling, closed-captioning,

EDL creation and more – ensures that Wazee Digital can address all of your content preparation and fulfillment needs.

**Automated Metadata Packaging** Much like metadata schemas for ingest and management, there is no one-size-fits all metadata package for delivery. Wazee Digital knows that being able to quickly produce error-free metadata outputs is essential to complying with distributor agreements and getting your content to market. Wazee Digital automates this process, providing one-click metadata transformation and validation for multi-platform delivery. With Wazee Digital, you input once, export many.

**Content Delivery** Once content is packaged and ready for distribution, the platform automates delivery through Aspera High Speed File Delivery. The platform's robust REST API also supports integration to many common file delivery services. Wazee Digital also partners with major Content Delivery Networks, like Akamai, to provide global access, stream availability and delivery where our customers need it most.

## Your Content on Your Terms – Wazee Digital Core

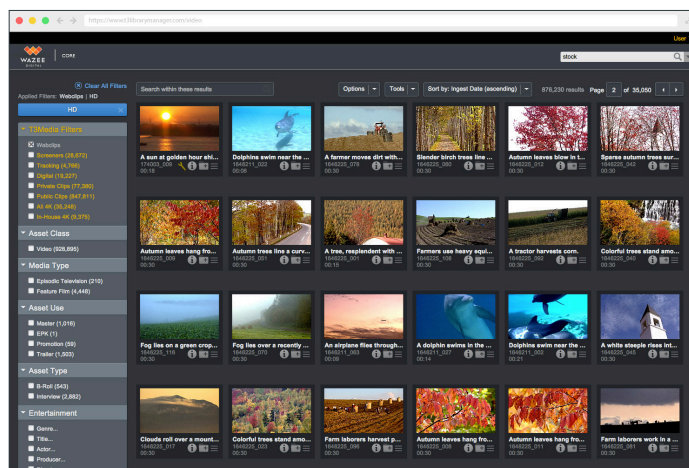
Your content should always be at your fingertips – accessible, discoverable, intuitive, and on your terms. We think that the best tools are the easiest to use – simplifying the complex processes required to manage and monetize your content. Digital supply chain delays create lags in bringing content to market. These lags are catastrophic – wasting marketing dollars, frustrating licensees, and ultimately, slicing into revenue with lost sales. Content creators need capabilities which allow them to excel as they confront today's pace of change – all while streamlining operations and without sacrificing quality.

Wazee Digital Core is designed to bring you secure access to your content – from search and browse, to order and fulfillment. Our secure web-based content management portal is built on top of the Wazee Digital Platform, and offers a streamlined interface to allow you to rapidly locate, find and deliver the content you need when you need it.

**It All Starts With Search** Wazee Digital takes an advanced, intuitive approach to search, apply in time-tested, highly adaptive algorithms to rank results by keyword, and keyword affinity. In addition to keyword search against more than 80 fields of frame-level metadata, powerful advanced search capabilities allow for more control, including Boolean logic. A robust set of configurable filters allow you to quickly hone in on content characteristics that matter. Delivered through an easy-to-use interface, finding assets and clips has never been more intuitive and accurate.

**Manage Your Assets** Wazee Digital Core takes the hassle out of Asset Management. Driven by access controls, users can add, delete, rename and move content. Content Bins allow you to group and save assets – or asset clips – in a collection. Bins offer a wide set of functions meant to drive collaboration, including content sharing, annotation, and sorting.

**Visualize Your Content with Proxies and Players** Assets stored in the Wazee Digital Platform can be screened through Core. We automatically generate key-frames and proxies for each asset to simplify the search and review process.



Wazee Digital Core

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The system supports multiple media players suited to the task at hand. A simple media player for day-to-day playback; and an advanced HTML5 player to display timeline metadata with frame accuracy. The advanced player provides additional features for content control, including a jog/shuttle bar, frame advance controls, in/out point definition, time-code display, and full screen viewing.

**Speak Your Audience's Language with Subtitle and Audio File Management** Today's content is global. With new distribution channels and partners, there are more opportunities to drive diverse audiences for your content. To capitalize on global channels, you need to be able to provision your content in multiple languages on-demand. The Wazee Digital Core supports ingest of discrete subtitle and audio language files, which can be associated with a video asset and delivered as part of the asset package. We also streamline workflows with your dubbing and subtitling houses by enabling the delivery of time-code accurate digital assets to assist in the creation of subtitles or foreign language tracks.

**Self-Service Order Placement and Fulfillment** Today's audiences demand access to content of any platform, any time. This creates urgency to push content into more markets, more channels and more platforms faster than ever. That's why Wazee Digital's Core offers a self-service order placement and fulfillment module to allow you to seamlessly and rapidly request and fulfill content into today's biggest distribution channels. And, for those content orders with unique requirements or ad hoc needs? Our order placement capabilities allow you access our full suite of content services by directing special orders to our content operators for customized service. The result? A single, simple process for every content order you have. Wazee Digital Core also maintains a complete order history, and comprehensive order reporting.

## Keeping Content Safe so You Can Sleep At Night – Wazee Digital Storage and Archive

Your content is your most precious asset. And, ensuring its integrity, security and redundancy is your top priority. Ours too. With nearly two million long-form assets under management – from more than 400 content libraries – Wazee Digital has staked our reputation on reliability.

Our proven, redundant, petabyte-scale infrastructure provides a secure option for both primary and back-up storage, offering flexibility and efficiency for content owners of all sizes. Wazee Digital Storage and Archive Services deliver everything you'd expect from master content storage and more. Wazee Digital's on-site architecture supports storage management and synchronization of all content for back-up. We maintain multiple copies of your content in separate locations for security and preservation. And, along with your content, we ensure that all metadata is replicated as part of our back-up process.

Complementing our on-site architecture, the Wazee Digital Platform is also fully integrated with Amazon Web Services (AWS) S3 and Glacier to provide a highly durable, secure and available storage solution for all content. With 99.99% availability, and automatic data encryption upon data upload, our AWS partnership allows Wazee Digital and its customers to have unlimited global storage capacity with a scalable, pay-as-you-go model.

## Leave It to Us

It's true, as Steve Jobs once said, that simple can be harder than complex. At Wazee Digital, our business and technology is built on the idea of simplifying content management and distribution so our customers can focus on what matters most – their content. With Wazee Digital, you no longer have to worry about your content keeping up with the industry's pace of change. We make Smart Content simple.

**Contact us**

For more information about Wazee Digital Core, please visit [www.wazeedigital.com](http://www.wazeedigital.com).



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