# OVP & Media Platforms

Agile "Lights Out" Workflows

Cubix has always been used for dynamic workflows around VoD and the associated challenges and is used today successfully by many Tier 1 broadcasters and content aggregators to deliver content to platforms globally.

File and format agnostic, Cubix is able to handle almost any format in - and "normalise" the media down to a standard house format - often where the different elements (video/audio/subtitles) are stored as separate entities. These are stored within the content hierarchies that can easily be defined within Cubix, and against which metadata schemas are defined and populated. This subtle feature of having a hierarchical structure that metadata can be associated to - separate to the media itself allows for many key benefits such as metadata inheritance, and the ability to easily swap out an asset without affecting the metadata.
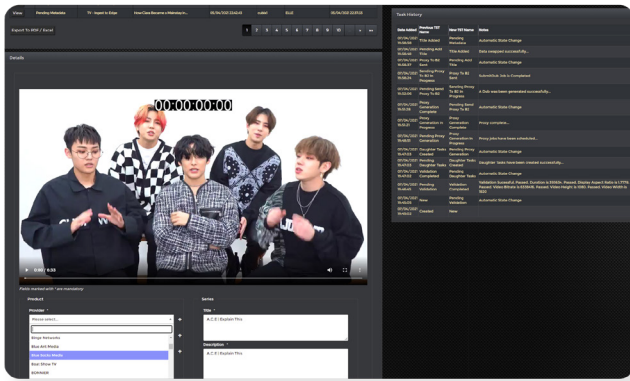
Using this media and metadata structure, Cubix is then able to package the content and distribute it in the required formats. Cubix natively supports delivering content in such broadcast standards as DPP AS11, as well as web / STB standards such as HEVC (4K), MPEG-DASH, ADI (v1.1, 2 and 3), Microsoft Smooth Streaming and HLS Adaptive.

For content that is already QC'd and validated for use - this entire process can operate autonomously without any user input if required. This allows for the most automated workflows possible.

Cubix clients are able to perform "end-to-end" Apple iTunes film and TV workflows via Cubix - including the creation of the mezzanine asset, associated artwork and XML. Cubix is also able to natively drive the iTunes Transporter to both validate and deliver the package once created.

Multi-Language Support

Cubix is able to support multi-languages for both the review of audio (providing multi-language proxies) - as well as the live embedding of subtitles within our proxy player.

This allows content where multiple languages are delivered at different times to each other and the primary video asset to be easily managed and reviewed. Once passed, content is then "tagged" into the content hierarchy, including its language - so it's easy to see at any given time what languages are available for publishing to platform.

Excel / XML Scheduling Support

Whilst there is a general trend towards RESTful JSON web service integrations such as those supported by Cubix, many service providers still find their clients delivering planning schedules or tracking documents in Excel form. To support this, Cubix provides an extensive Excel import engine - which can easily be imported to map through the required fields - and then perform such actions as casting and data validation. Cubix also has a fully configurable XPath XML engine for import from XML - including support for such standards as ADI. This metadata then directly drives the workflows for getting the required content to the required platform for the required time.
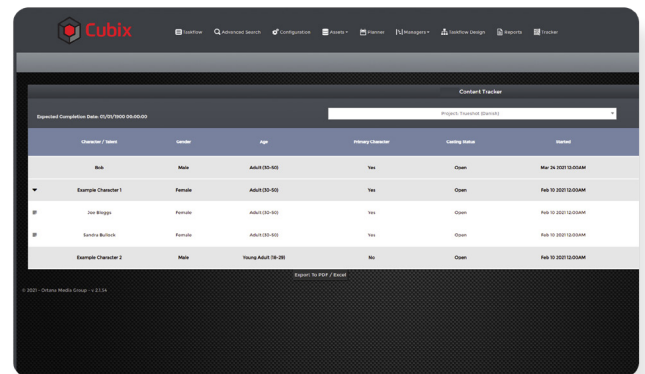
Content Tracker & Reporting Engine

The tracker clearly shows the status of each asset, including each language - in relation to the key milestones defined. SLAs are tracked and shown in a simple colour grid showing what stages have occurred or yet to occur, and if that stage took place within the allowed time.

The predictive ETA engine of Cubix allows the timescale for when content is expected to pass each milestone based on the current performance of the workflow. This takes into account both automated elements such as transcoding and file transfers, as well as manual stages such as runtime QC and compliance. The reporting engine is able to provide PDF / Excel reports on almost any element of the workflow - ranging from failure rates, throughput, billing metrics and more.

For more information, or to arrange a demonstration please contact Ortana Media Group on **helllo@ortana.tv**