Creating Value for your Media Library in a World of Opportunities

Cinnafilm®   **EMBRACE**   **emotion** SYSTEMS   **Venera**

INTRODUCTION

Content owners face increasing complexity in distributing and monetizing their media libraries.

With the convergence of SVOD, AVOD, Direct-to-Consumer platforms, FAST models, and traditional linear models, there is a critical need for robust solutions that streamline operations, enhance content quality, and facilitate audience engagement.

To address these challenges, Embrace, Cinnafilm, Emotion Systems, and Venera Technologies have collaborated to provide a unified, flexible, and scalable media supply chain management and content transformation solution.

UNIFIED SOLUTION PARTNERSHIP

The combined expertise of these four companies offers a comprehensive approach to media management, focusing on automation, scalability, and high-quality content preparation:

CINNAFILM

Provides advanced video transformation tools, including format conversion, noise removal, upscaling, and frame rate conversion.
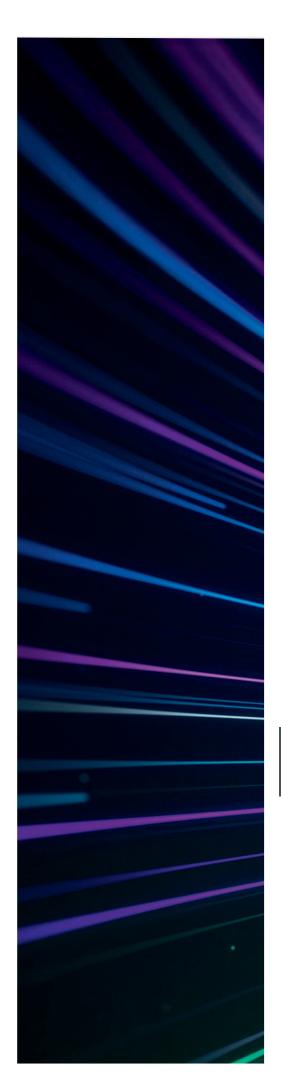
EMBRACE

Specializes in media supply chain orchestration, ensuring efficient job management, task distribution and optimized workflows.

EMOTION SYSTEMS

Focuses on audio transformation, addressing loudness compliance, track mapping, and encoding while maintaining creative integrity.

VENERA TECHNOLOGIES

Excels in automated quality control (QC) and content verification, ensuring compliance with platform-specific requirements and identifying content issues.

Overview of Toolsets

PixelStrings by Cinnafilm

Cinnafilm's PixelStrings is a scalable media processing platform that includes Tachyon for motion-compensated standards conversions and Dark Energy for film grain and noise management. Additional tools include Wormhole for program retiming and Xenon for SDR-to-HDR conversions.

Pulse-IT by Embrace

The Pulse-IT system orchestrates media workflows with its scalable, cloud-enabled, and containerized architecture. Integrating AI and cloud services, it enhances operational efficiency for on-premises and hybrid cloud deployments.

Engine by Emotion Systems

Emotion Systems provides automated file-based audio processing, including loudness correction, audio upmixing and downmixing, and channel mapping. Engine streamlines audio workflows and ensures compliance with international standards.

Quasar & Pulsar by Venera Technologies

Pulsar and Quasar are Venera's solutions for automated media QC. Quasar is designed to provide automated QC in seamless cloud workflow integrations.
And Pulsar provides the same for on-prem media. Both versions support comprehensive QC checks to ensure the technical requirements of video and audio content are analyzed, verified and validated before conversion processing and final output.

KEY BENEFITS

Simplified Operations

- **Unified Workflow:** Integrating tools from four expert vendors into a cohesive workflow managed by Embrace Pulse-IT simplifies media operations. «Historically, content owners faced numerous challenges to integrate multiple vendors, and they had to manage the cost of complexity», says Emmanuel Pain of Embrace.

- **Flexible Deployment:** Supporting on-premises, cloud, and hybrid environments, allows content owners to choose the deployment model that best fits their current needs. «If your media is on-prem, it makes sense to process it on-prem. If it's in the cloud, it makes sense to process it in the cloud», says MC Patel from Emotion Systems.

CLEVER, NOT COMPLICATED

The pressing need for M&E companies to migrate their media supply chains to automated cloud environments is undeniable, but it is not trivial. Everyone is looking for an "easy button". But, the available enterprise-level options may be too much, too soon.

Our partnership's unified solution provides an easy way to get started. Launch it on-prem, add some cloud later for burst capability, and then slowly migrate entirely to the cloud on a multi-year timeline that fits your business.

Not all media supply chains need to be complex. But they do have to work. Simpler solutions can be a solid alternative for certain media and entertainment companies.

Efficiency and Cost Reduction

• **Automation:** Automating content preparation and QC processes reduces the need for manual intervention, cutting operational costs and improving turnaround times.
Emmanuel Pain says, «You need agility and scalability across everything, end-to-end, in production, content prep, and delivery workflows.»

• **Scalability:** The multi-platform integrated solution supports scaling operations up or down - based on demand - leveraging cloud capabilities to handle large volumes of content efficiently.
«For customers with large and unpredictable content volume, dynamic scalability is a necessity», says Fereidoon Khosravi from Venera Technologies.

Increased Revenue Potential

• **Monetizing Static Libraries:** Refresh library content to meet current delivery requirements, while meeting the viewing and listening expectations of audiences today.

• **Global Distribution:** Facilitating international content distribution with localized options; enabling content owners to tap into new markets and revenue streams.
Dom Jackson points out, «Making that available over all these different delivery channels... is hugely important.»

• **Multiple Revenue Streams:** Diversifying income sources by adapting to various distribution models and complying with platform constraints.

Enhanced Viewer Experiences

• **Higher-Quality Content:** Ensuring that audio and video assets meet the highest technical standards, thus enhancing the viewer experience and loyalty.
MC Patel emphasizes, «We are very careful in our choice of algorithms to ensure we don't modify the creative intent.»

Content Preparation for Everyone

By integrating the strenghts of Embrace, Cinnafilm, Emotion Systems and Venera Technologies, this unified solution offers a powerful, scalable and flexible approach to media supply chain management.

It addresses the critical needs of content owners to streamline operations, ensure high quality content preparation, and maximize revenue potential in a complex distribution landscape.

Leverage Your Video Archive

The unified solution supports a seamless pipeline from content ingestion to final delivery, while ensuring elevated efficiency and reliability. A wide variety of customized workflows are possible, but most follow this general pattern:

1 — Content Ingestion and Initial QC

Pulse-IT manages the media sourcing and initial QC, using Venera's Quasar or Pulsar products to validate the source media.

«Whether a content owner has thousands of files, hundreds of files, or maybe just a few files, they need to go through this process to validate the content at source», noted Fereidoon Khosravi - Venera Technologies.

2 — Audio and Video Transformation

Pulse-IT then routes the content as required. If a media conversion or repair is needed to satisfy the delivery requirements, Pulse-IT will engage PixelStrings for video transformations and/or Emotion Systems' Engine for audio processing and conversions.

"Fortunately, both Engine and PixelStrings are capable of repairing certain flaws during the media transformation process, so a problem file isn't always kicked back", adds Dom Jackson - Cinnafilm.

3 — Final QC and Delivery

After all media transformations are complete, Venera's Pulsar or Quasar are directed by Pulse-IT to perform a final verification QC, to ensure compliance with the job's delivery specifications, and then Pulse-IT orchestrates the delivery of the content.

«As the file comes in, if it has failed to meet the requirements that you need to deliver, both platforms can execute a specific workflow to take care of it», says MC Patel.

We all thought: Isn't it time that vendors took some responsibility to integrate complete solutions?
And that's exactly what we've done with these four companies and our remarkable partnership.

Dominic Jackson, VP of Products and Services, Cinnafilm

Cinnafilm®

Cinnafilm is a global leader in innovative video and audio transformation solutions for theatrical, broadcast, OTT, and web delivery. Available in the cloud and on-prem, our patented software tools in the PixelStrings platform are true game-changers in the demanding field of hyper-quality media conversions. PixelStrings is relied upon by many of the world's premier studios, networks, production companies, and their collective creative services suppliers.

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