≡ **SeaChange**®

AssetFlow

CONTENT MANAGEMENT SYSTEM

The SeaChange® AssetFlow™ Content Management System is an enterprise-class asset and metadata workflow system that provides seamless management of video assets, such as TV programs, movies and their associated metadata. The automated solution alleviates resource intensive overhead and manages the overall asset metadata transformation, plus content processing and asset delivery. Integrated with flexible storage options, the AssetFlow system is able to detect the assets placed there, and can conduct automatic asset processing and distribution operations based on user-defined rules and workflows.

SeaChange AssetFlow provides a GUI-based workflow interface that was developed specifically to give service providers the ability to manage, monetize and deliver content to their subscriber base while reducing operational costs. The enterprise-wide system manages the asset lifecycle for all types of assets to be delivered to any subscriber platform – PC, TV or mobile.

FEATURES

- *Intuitive storage integration* — automatically detect new assets upon arrival and initiate processing using a user-specified workflow

- *Asset management*— easily manage the lifecycle and components of all system assets

- *Rules and workflows management* — define flexible workflows to seamlessly process asset metadata transformation and asset distribution

- *Asset metadata transformation* — simple rules-based asset transformation allows assets to quickly meet new business utilization requirements

- *Asset metadata and content distribution* — seamlessly distribute processed assets to user-specified remote sites

SOFTWARE REQUIREMENTS
- OS: CentOS 6.7
- MySQL 5.6.28
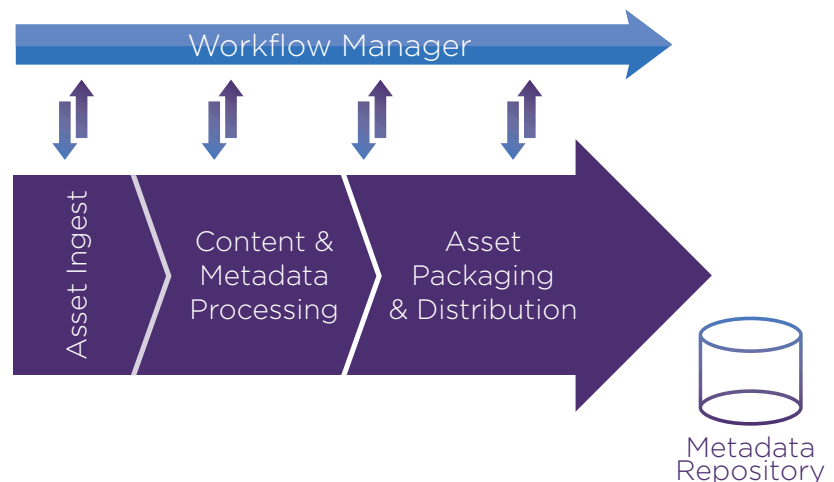- AssetFlow software package

Components

Asset Ingest – filters and validates assets going into the system and performs quality assurance of the initial ingest and output file. Based on business rules and workflow templates, the asset content and metadata is verified to comply with the system parameters.

Content and Metadata Processor – modifies the metadata based on user-defined rules. Performs normalization and localization of data where any field can be changed to be more targeted per regional sites' requirements.

Asset Packaging and Distribution – customizes each asset and metadata to meet the destination site requirements based on pre-defined business rules. Over one hundred variations of each asset ingested into the system can be prepared, packaged and distributed via ADI (Asset Distribution Interface) standards or other distribution methods.

Metadata Repository – stores and manages all of the asset metadata along with all of the current status information. For each asset being processed, the Metadata Repository is responsible for tracking what stage of the process the asset is in, storing the multiple variants of the content distribution and tracking which nodes the asset has been distributed to and knowing what nodes are ready to stream it.

Workflow Manager – workflow engine that allows AssetFlow to manage each processing task. This component is responsible for interacting with each processing task to manage the complete end-to-end asset lifecycle from ingest to distribution in a format that is ready to be played out on any screen.

Workflow Manager

Asset Ingest

Content & Metadata Processing

Asset Packaging & Distribution

Metadata Repository