



# MEDIA ACQUISITION SYSTEM

## Introduction

Offering video services can be very difficult, and time consuming job when does it come to the media processing. Operators who recently launched Video on demand services are now facing problem of media acquisition and delivery. Everything starts at content owners, where there is no common way how content is distributed, handled and stored. Some content owners supply DVDs to the operator with no metadata, some provides very advanced and sophisticated professional online services and there is a vast majority in the between. But the operators system needs to be fed with content following strict rules in terms of structure and format. How can you assure smooth and efficient media processing when sources vary so much?

The ultimate answer is Media Acquisition System developed by Alnair. Alnair has established itself successfully on middle European markets as a vendor of an interactive TV solution called nangu.TV. For the time being nangu.TV represents the most successful interactive TV platform used by alternative operators in Czech and Slovak Republic. Except the middleware features (IPTV or hybrid-DVB/C) nangu.TV brings also Video on Demand (TVoD and SVoD) as well as advanced services like

Pause TV, Start over TV, networked PVR. All services are supported over IP as well as hybrid networks.

Operators who are using nangu.TV were facing the same problem with media acquisition as you do. Therefore nangu.TV portfolio was extended with Media Acquisition System (MAS). MAS offers complete solution for media processing, starting with tasks like automated video download from media hubs (for example from HBO Digital Media Hub) or DVDs. Integration with DVD exchanger robot comes handy in installations with large DVD turnover. It is worth to mention that DVD processing impose additional complexity, because DVD could contain a lot of content divided into separate sections (trailers, subtitles, audio tracks) and using different coding schemes. MAS provides user-friendly way how to choose the required content from DVD and can be operated by operator without extensive media processing knowledge.

## Media Acquisition System

Media Acquisition System (MAS) is powerful solution for content management with support for many different sources. These sources may be DVB-C, DVB-S, Live stream video, DVD discs, Blue-ray discs (with some limitations) or separate media files containing various coding schemes

and envelopes (e.g. MPEG2-TS, MPEG2-PS, AVI, MKV etc.). MAS is able to download the content from various places, like from media hubs accessible over the network or from directly attached hard drive. Content could be also available in form of DVDs which could be handled manually or automatically via DVD robot (which setup is capable of ripping several hundreds DVDs over couple hours).

MAS is also capable of metadata transformation and adaptation (if it could be automated) and linking the metadata with the processed multimedia content. After content is processed and unified it can be joined with metadata and entered to the target Video on Demand system via application interface. The most strong point of MAS is the full automation of the content processing process which makes it very advanced solution for content management ideally suited for large and medium sized ISP.

Crucial parts of the media processing (like media delivery after encoding) are easily scriptable, which makes integration of MAS to already existing IPTV and VoD platforms pretty straightforward.

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## FEATURES HIGHLIGHTS

### Cost effective solution

MAS is based on mainstream server components with Linux as operating system, it offers:

- # a very cost effective purchasing price,
- # an easy to maintain solution that decreases the operation cost.
- # Various HW platforms to address different performance requirements.
- # MAS can run in clustered environment to bring even more power to you.

### Easy to use

MAS was design to facilitate the operation of your video services by offering:

- # automated DVD/file ripping,
- # automated DVD/file encoding,
- # use of DVD changers (provided as option),
- # direct integration with your Video Storage server (nangu.TV Media Storage Server is recommended, but not required),
- # monitoring and statistics gathering based on well-known industry standards including SNMP, Web based interface for monitoring status of ripping and encoding,
- # RSS feeds to obtain notification regarding new content from various sources,
- # integration with HBO Media Hub service,
- # easy integration with other content sources.

### Reliable and scalable solution

MAS supports clustered installations:

- # with 1 or several encoders to speed up the encoding process,
- # with 1 or several rippers to speed up the ripping process.

### Open interfaces and recognized standards

MAS was designed to be extensible and open, it features:

- # open API to easily integrate into various video solutions from different vendors,
- # support multiple formats including MPEG 1,2,4, Matroska, AVC/H.264, AAC, MP3, AVI etc..