

# Process Your Content with Reliability, Stability and Efficiency While Driving Revenue

With video processing and transport shifting to the cloud, content and service providers need a stable, reliable and scalable video processing and transport solution that operates 24/7. One that supports legacy devices and opens the door to monetization opportunities, while delivering pristine video quality. Working on the edge, the solution must also be cost-efficient. And given the fluidity of today's video industry, it needs to include a broad feature set for making changes quickly. Synamedia's Video Processing and Cloud Transport solution gives you all that and more.

## Optimize your video operations and deliver new experiences

Synamedia's Video Processing and Cloud Transport solution is a comprehensive, software-based platform that works on-premises, in the cloud, and with all hybrid combinations. Highly optimized for 24/7 video workflows and event-based services, the solution offers the processing stability, efficiency and resiliency you need to offer modern video user experiences.

### Cost-effectively support existing devices

While video continues to move to full streaming solutions, myriad legacy devices are still in use and need to be supported. At the same time, legacy systems are being upgraded to improve video quality, lower operational and energy costs, and facilitate transitions to the cloud. Enabling video streaming to new devices, Synamedia's Video Processing and Cloud Transport solution also allows for traditional transport streaming to existing devices.

### Manage video acquisition via the cloud

Although video content still is acquired over satellite, the shift to cloud transport is in high gear. Transport technology may be mature, but it is less reliable than satellite, and therefore, requires strong 24/7 monitoring and analyzing tools. Anchored by Synamedia's virtual Digital Content Manager (vDCM), our Video Processing and Cloud Transport solution has a wide range of features to manage cloud acquisition safely.

### Avoid help desk overflow with strong service resilience

Your customers expect 24/7 video service availability. Anything less may lead to help desk overflow, if not outright churn. Video Processing and Cloud Transport enables redundancy across multiple ingest mechanisms. As such, in the event of a satellite problem, it can ingest via a cloud transport stream, ABR stream, or even a slate.

### Monitor processing reliably

With video shifting to the cloud, traditional designs are quickly becoming a relic of the past. And with the introduction of SDI over IP, you can no longer "follow the wire;" you need new monitoring tools. Synamedia's Video Processing and Cloud Transport solution features a range of monitoring tools, including objective video analysis for Synamedia's Compression system. That combined with our Video Service Manager and Viewer

Digital Twin software enables the solution to offer a fully reliable, easy-to-use 24/7 monitoring system.

### Monetize locally

Locally adapting your service through digital ad insertion (DAI) or the addition of local content, be it live channels or events, is a key revenue driver for your business. Our advanced platform offers a range of localized monetization opportunities while reducing operational ad server costs by enabling the use of cloud and ABR streaming ad servers for traditional transport stream ad insertion. Add to that our high splicing density capabilities ensuring pristine-quality video, and it should come as no surprise that Video Processing and Cloud Transport is the platform of choice for more and more service providers.

### Be agile to get things done now

Our platform includes a rich feature set for you to make rapid changes that are driven by marketing requests or network challenges. Now you can duplicate channels, change formats, and flexibly process your video in no time.

## Highlights

- Features the industry's most complete video processing platform, Synamedia's virtual Digital Content Manager
- Undergoes continuous testing via Synamedia's automated solution to ensure reliable performance
- Delivers pristine video quality with Synamedia's Compression system based on the latest AI technology
- Offers flexible deployment models that support on-premise and public cloud environments
- Easily scales while focusing on 24/7 and event-based services
- Secures the entire video chain



## Features and Benefits



### Fully leverage the power of the cloud

- Deploy, via a range of Synamedia appliances, either your/your customers' data center or multiple public clouds to increase flexibility
- Run workflows on cloud infrastructure to ensure smart, cost-optimal deployments



### Operate with complete confidence

- Offer high availability (HA) for any channel to enhance your viewers' experience
- Provide seamless failover and flexible redundancy schemes to overcome operational outages
- Combine with smart deployment to ensure reliable cloud operations



### Monetize quickly and create greater value

- Fully automate your processing to reduce channel time to launch
- Utilize Synamedia AI-based Compression technology with quality-controlled streaming to increase bandwidth savings and video quality
- Consolidate all processing functions to optimize your storage costs



### Unify traditional broadcast and streaming headend workflows

- Leverage a single platform to transport your streams over IPTV, cable, satellite, DTT, and internet networks
- Centralize all media processing workflows to deliver any content to any screen
- Deploy an industry-only, full-stack unified management and orchestration solution to meet your SLAs

## About Synamedia Video Network Solutions

Synamedia is a leading global provider of video distribution, streaming, processing, and network delivery solutions for content owners and service providers. Our comprehensive, cloud-based SaaS and managed service solutions and software products enable customers to manage OTT media streaming and broadcast workflows, secure video content and services, and deliver premium user experiences across all screens. Leveraging expert know-how and 30-plus years of experience for over 1,000 customers worldwide, Synamedia helps video businesses launch, monetize and scale services across all devices to capture a greater share of the consumer video wallet.

## Next Steps

Learn more about **Synamedia Video Network solutions**.

For more information, **contact us**.