

## OPINION

### Clearing the path through complexity

Using content without rights can lead to legal action, but not making it available where you do have the rights is a waste of investment, says **Paul Wilkins**, director of solutions and marketing, TMD

While there is, of course, huge ongoing change in the underlying technology, the fundamental principle of the media industry has not changed. Consumers want to be informed, educated and entertained, and producers of content want to receive a fair income for meeting those desires.

Today, though, the customer is very much in charge, expecting to watch selected content at any time and on any device. The only practical and cost-effective way of delivering all this content to all the different platforms is through the use of software-defined workflows in a file-based environment.

There are two key issues today. The first is around bringing all the metadata together such that it can be tracked, manipulated and enriched to provide the control

for sophisticated automated workflows. The second is that cloud architectures should be embraced to provide the rapid scalability needed to cover the peaks and troughs of activity.

An important element of the first issue concerns intellectual property rights. As the delivery environment becomes exponentially more complex, then rights management becomes both more challenging and more vital. Using content where you do not have the rights can lead to expensive legal action, but not making it available where you do have the rights is a waste of the enterprise's investment.

A means has to be found for rights to be expressed in metadata such that automated workflows can act on it. IP law is complex, and to ensure that users can have full rights management protection, TMD

has entered into a partnership with Fadel, a leading provider of cloud-based IP and royalty management software.

Integration with Fadel, and other alliances with specialists in planning, scheduling and playout, depends upon a highly flexible software platform. This is one of the key drivers behind our re-invention of Mediaflex, our core asset management product. We have completely re-engineered the underlying architecture introducing our Unified Media Services (UMS) platform.

Mediaflex-UMS applications are based on micro-services, which can be spooled up as necessary, and released when not required. This service-oriented architecture allows the easy integration of third parties – such as Fadel, BroadStream and others – into our software-defined workflows.



The result is both powerful and flexible. As well as highly capable systems for major content providers, the architecture also allows TMD to create entry-level, pre-packaged applications such as Paragon for archive and OnPoint for production management that can address the workflow requirements of workgroups while still scaling to enterprise solutions when required.

A micro-services architecture is a classic software-defined environment, and thus readily suited for implementation in the

cloud. Metadata that is created, stored, used and updated in the cloud is available to users wherever they are, supporting collaborative and decentralised operations.

My prediction for IBC, then, is that there will be much talk of the cloud, but the really practical applications, deliverable today, will seize the opportunities to automate, precisely and cost-effectively, the complexities of content delivery and revenue maximisation through software-defined workflows.

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