Digital Asset Management
Multimedia content is king but how to conveniently valorize it?
Discovery Reply Vision & Mission

OUR VISION

DISCOVERING, CREATING AND MANAGING SERVICES THAT ENABLE FINAL USERS TO INTERACT WITH AUDIOVISUAL CONTENTS ON MULTIPLE CHANNELS AND WITH AN ENHANCED EXPERIENCE

OUR MISSION

DISCOVERY REPLY HAS A TWO-PRONG APPROACH

Furthering and strengthening the needs of the broadcasting market as well as

Leveraging our video expertise and digital content heritage valorization to ancillary markets.
Discovery Reply Offering

Discovery Reply provides solutions, operational services and strategic consultancy in the following areas:

1. Digital Asset Hub
2. Cross-Media Delivery Experience
3. Digital Archive & Custom Catalog Publishing
4. OVPP (Online Video Publishing Platform)
5. Broadcasting Expertise
6. Participation TV
Discovery Reply™: the Media Asset Management Hub

Discovery Reply™ Multimedia is an integrated solution for Media Assets Management.

This integrated tool is able to support the complex processes of ingest, documentation, cataloguing, editing, searching, processing and management of digital contents and media. “Business Rules” can be customized and configured.

The digital items usually consist of texts, images, audio, video, etc. used for different channels. To exploit these items and convert them into a real asset, companies need to efficiently trace, retrieve, modify, enrich, organize and manage them.

Discovery Reply™ allows to enhance this heritage, without impacting actual company processes.

- **Browsing**: access to heterogeneous multimedia contents organized into logical containers (assets)
- **Accessibility**: to use the system through remote access and with different permission levels
- **Customization**: with its flexible and scalable structure, the architecture meets all companies’ specific needs
- **Repurposing**: to create new digital items starting from previous ones for each different delivery channel
- **Traceability**: to identify and index every digital item and associate it with other items and metadata
- **Integration**: to manage contents according to enterprise systems. Based upon open standards (XML, Web Services, SOAP) integrates easily with third party solutions
- **Delivery**: to develop and manage simply, efficiently and with a limited TTM the delivery of offline and online contents
Discovery Reply™: main features

- Ingest (Audio, Video, Image, Text, Metadata)
- Editing (Edit, Document, Manage, modify, transform, Enrich, Dubbing, etc.)
- Browsing (Browse, Upload, Preview, Download, etc.)
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- Editing (Edit, Document, Manage, modify, transform, Enrich, Dubbing, etc.)
- Browsing (Browse, Upload, Preview, Download, etc.)
- Delivery (OnAir, Web, TV, touch interfaces, etc.)

Preserve & Archive
Access & Search
Manipulate
Publish

Workflow customization engine
Cross-media Delivery

Discovery Reply™ is the heart of an integrated system for multichannel & interactive content distribution:

**Main benefits:**
- Enhance experience & CRM return channel (for events or strategic locations)
- Apps < 20Mb (WiFi download enabled)
- Minimum editorial impact & internal (CorporateTV) and external (RetailingTV) repurposing. Interesting also in PA and Banking

**Features:**
- Ingesting
- Digitalizing
- Archiving
- Cataloguing
- Documenting
- Managing
- Editing
- Searching
- Transforming
- Publishing
- Media Management
- Asset System
- CMS integration
- Media Gallery
- Touch installations
- Third-party software
- Digital Signage
- Mobile devices
Discovery Reply™ is the heart of an integrated system for multichannel & interactive content distribution:

**DIGITAL SIGNAGE**
Multimedia system for video / image presentation on wide surfaces (monitor, display wall, projector, interactive totem, etc.) characterized by visitor active / passive interaction with showroom based on remote centralized management of schedule and monitoring.

**TOUCH INTERFACES**
Intuitive touch interfaces development for audiovisual content presentation and data collection with CRM integration aims.

**OVPP (ONLINE VIDEO PUBLISHING PLATFORM)**
Interactive video portals for on-demand and livestreaming audiovisual web delivery.
Microsoft Surface is a natural and inviting way to interact and better connect with people. It is a surface computing platform that responds to natural hand gestures and real-world objects.

Microsoft Surface helps customers interact with technology manipulating and maneuvering digital content, drives specific interactions with objects, and allows for devices to connect and engage with the platform.

PixelSense™ sees and responds to touch and objects enabling innovative experiences.
Many industrial companies, whose business is very far from the media one, have important historical archives populated with the visual material, audio contents and drawings.

The promotion of products on various media, training of sales and technical staff (production and customer support) and internationalization, lead to decline product catalog to multimedia such as everything around product promotion and after sales support.

A Digital Asset Management solution is the answer to companies that have a heritage of audiovisual content related to marketing initiatives, brand consolidation, edutainment initiatives and employees retention.
The fastest growing category of data on the web is metadata (data about data)

New ways to categorize, store, and search content
Video Metadata

METADATA ENABLED FEATURES

- Video search (aasset level)
- Video search (scene level)
- Seek & skip functions
- Video packaging & presentation
- Playlisting
- Dynamic program updates
- Multiple navigation paths within or across video
- Mashups/Remixes
- Advertising (in-stream-overlay, banner)
- Personalization & targeting
- Sharing & social networking
- Reporting & analytics
- Recommendations
OVPP (Online Video Publishing Platform)

- Livestreaming
- Video Portal
- User Generated Contents
- Metadata & Search Engine Optimization
- Integration with social media

Increase traffic and time on site

Awareness

Expand audiences and build brands

- Brand Communities
- Participation TV
- Corporate image
- Institutional video
- Touch apps

Discovery is in the conditions to build a “make” based on Discovery Reply™ or to integrate Market’s Leader off-the-shelf solutions in order to:

- Product demonstrations
- Video case history
- “Storytelling”
- Viral video
- Expert testimonials

Interest

Creating new high-value advertising opportunities

- Video landing pages
- E-mail Video embed
- In-player calls to action
- Search Engine Marketing

Test

Converting browsers into buyers

- In-player purchase links
- Product detail video
- Recommendation engine
- Contextual advertising

Purchase

Loyalty

Improving communication with stakeholders
A different perspective: conceptual map

«Every Company is a Media Company» Andy Hayward, ex-CEO CBS News
Regulations for digital transmission, HD and 3D programming have driven broadcasters to invest in new file-based broadcast systems and tapeless workflows. This is coupled with:

- The need to maximize viewership by delivering content via multiple and converging channels.
- Diverse channel partnerships with a new kind of third-party content portal aggregators (e.g. Hulu, Vudu, YouTube).

Managing rich-media video content requires a robust MAM system.

Discovery Reply operates in the Media market with important references with major Italian and European Broadcasters.

Discovery Reply solutions address the area of digitization of archives, analytical cataloging of the contents and their distribution to delivery channels.

Discovery Reply has been able to gain a deep knowledge of editorial processes and technologies managing the production of audiovisual content.
Broadcasting Evolution

Ingestion, compression, DRM, adaptation, CDN, adaptive streaming, client/portal, payment GTW, MAM

Catch Up TV, OTT TV, Connected TV

Recommendation, Advertising, Analytics, multichanneling, 3D

Participation TV
Over-the-top is a general term for a service that you utilize over a network that is not offered by that network operator. It's often referred to as "over-the-top" because these services ride on top of the service you already get and don't require any business or technology affiliations with your network operator.
Livestreaming with a parallel chat that can be used through different channels, as a Facebook App, a digital signage application or an iPad App.
Within the systems for monitoring public areas (Airports, Train Stations, Shopping Centers, etc.), has matured the need to store and manipulate in a systematic way the huge amount of data produced by filming (CCTV) and recording of internal communications, with requirements similar to those of Media Companies.

Discovery Reply in this context has gained significant references in which it provides registration services, archiving and search for audio and video from security systems.
Don’t take the wrong direction

Ask Discovery Reply for the right solution
Thanks

www.discoveryreply.eu
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