Mainstream Data
IPTC Video Day

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Who is Mainstream Data?

- 30-year-old digital asset management company based in Salt Lake City, USA

- Leading global provider of platforms for video licensing, workflow, and content delivery

- Parent company of Newscom, world's largest multi-agency archive of digital media

- Provider of video digital asset management solutions— small, medium, and large-scale

Mainstream Customers

THOMSON REUTERS

The New York Times

Condé Nast

epa european pressphoto agency

guardian.co.uk

LUSA
Agência de Notícias de Portugal, S.A.

dpa • • •

newscom
much *more* than news

PR Newswire
United Business Media

UPI.com
100 YEARS OF JOURNALISTIC EXCELLENCE

technicolor

KYODO NEWS IMAGELINK Video

EFE:

U.S. Chamber of Commerce
Fighting For Your Business

GSi media

Aflo

KEYSTONE

AcePictures, Inc.

Limelight Pictures

ImageCollect

allure THE BEAUTY EXPERT

THE Grosby GROUP

nunn Royal Archive

amanaimages

ANP

Splash
News & Picture Agency

310PiX.com

FEATUREFLASH Photography

Sipa Press

INF

Bay City News

SOLO syndication London

GRAPHIC NEWS

Mainstream Data Products

Image and Video Websites

Intelligent Delivery Networks

Custom Workflow Solutions

Mainstream Data Products

Image and Video
Websites

*Video Asset
Management and
Syndication*

Intelligent
Delivery
Networks

Custom
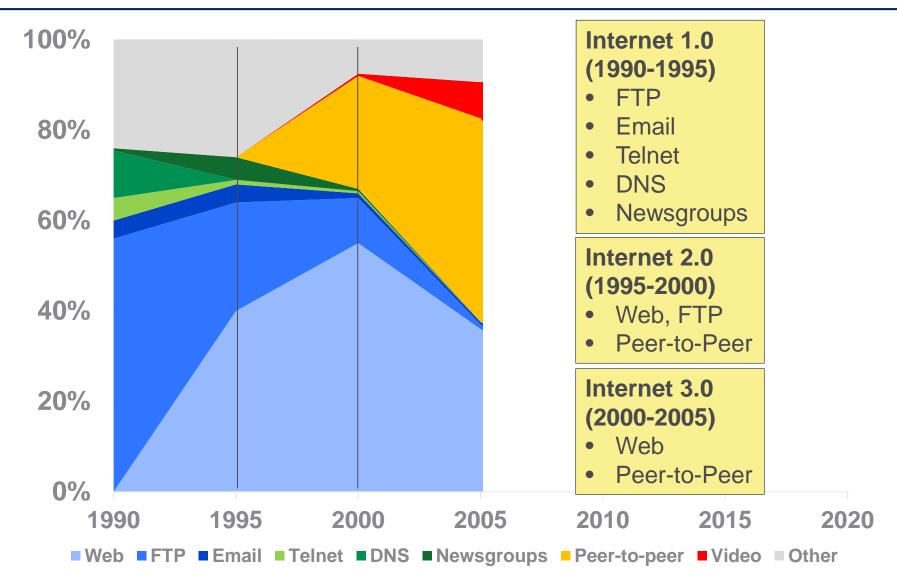Workflow
Solutions

First, some vocabulary review:

- 1 **mega**byte = 1,000,000 bytes
- 1 **giga**byte = 1,000,000,000 bytes
- 1 **tera**byte = 1,000,000,000,000 bytes
- 1 **peta**byte = 1×10^{15} bytes
- 1 **exa**byte = 1×10^{18} bytes
- 1 **zetta**byte = 1×10^{21} bytes

Just how much is a zettabyte?
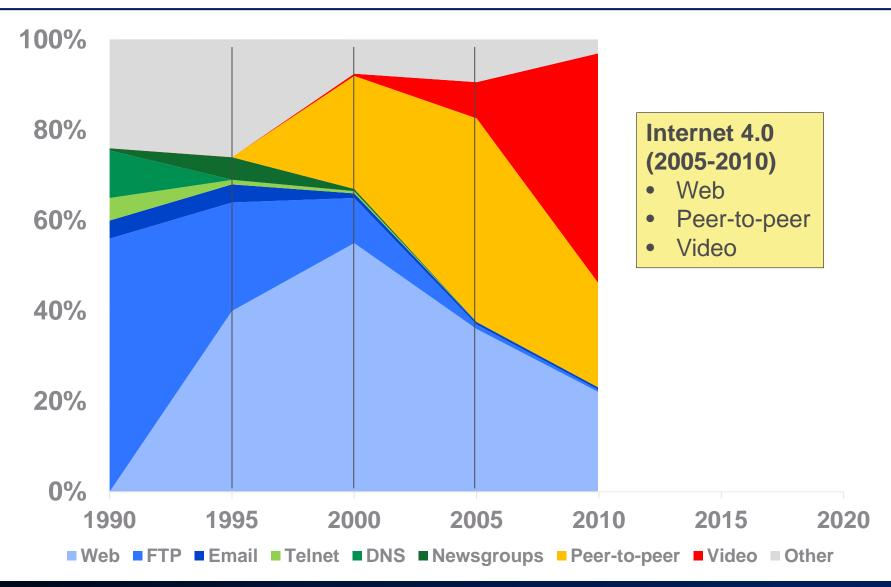
- One zettabyte is the data equivalent of 152 million years of high definition video
- During 2016, according to Cisco, *the Internet will transmit 1 zettabyte of data*

Internet Traffic to 2010

Internet 1.0 (1990-1995)
- FTP
- Email
- Telnet
- DNS
- Newsgroups

Internet 2.0 (1995-2000)
- Web, FTP
- Peer-to-Peer

Internet 3.0 (2000-2005)
- Web
- Peer-to-Peer

Legend: Web FTP Email Telnet DNS Newsgroups Peer-to-peer Video Other

Internet Traffic to 2010

Internet 4.0 (2005-2010)
- Web
- Peer-to-peer
- Video

Legend: Web · FTP · Email · Telnet · DNS · Newsgroups · Peer-to-peer · Video · Other

Internet Traffic to 2015

**Internet 5.0
(2010-2015)**
- Web
- P-T-P video
- HD, mobile
  video

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Internet Traffic to 2020

Internet 6.0 (2015-2020)
- HD & UHD video
- Mobile Video
- VR Video

Legend: Web · FTP · Email · Telnet · DNS · Newsgroups · Peer-to-peer · Video · Other

Video, Smartphone video, and VR video

- It would take a person more than 5 million years to watch the amount of video that will cross global IP networks *each month* in 2020—that is, *one million minutes of video content per second*.

- IP video traffic will be 82 percent of all Internet traffic by 2020, up from 70 percent in 2015. This is *a four times increase* in Internet video traffic from 2015.

- Smartphone Internet traffic will exceed PC traffic by 2020 in spite of widespread adoption of HD and UHD video. This is driven by torrid adoption of smartphone video.

- Virtual reality video traffic quadrupled in 2015, from 4.2 petabytes per month in 2014 to 17.9 petabytes per month in 2015. *Virtual reality traffic will increase 61-fold between 2015 and 2020*, an annual growth rate of 127%.

    - Cisco VNI (Visual Networking Index)

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So What?

- The history of media *is the evolution of content that ever more closely represents compelling reality*

  text > b&w images > color images > video > VR video

- End users are accustomed to—and are therefore demanding—content in its most compelling form, which is now video, mobile video, and soon VR video

- ***Our survival depends upon successfully dealing with this video/VR video challenge***

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What are video's technical challenges?

- Large storage requirements
- Dramatically increased processing and bandwidth
- Providing, storing, and indexing metadata
- Content playout for PCs and mobile
- Integrating video into company workflow
- Serving video to huge numbers of users
- Capturing and reporting metrics and analytics

What is the solution?

- More, bigger, better, faster technology
- Cloud-based solutions
- Need for general video metadata standards (How do we gain widespread adoption at this point?)
- Standard vs. proprietary video players
- Video embedding
- API integration
- CDN integration

Internal development or outsource?

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What is MediaShowroom?

- Low cost
- Infinitely expandable, redundant storage
- Text, images, video
- Cloud-based processing for scalability
- Click-and-drag ingestion, sophisticated uploader application, API integration with metadata capture and editing
- HTML5 and mobile applications
- Powerful user features:
  - Secure, user profile-based access to digital assets
  - Unlimited user-defined profiles, lightboxes, and collaboration
  - Workflow and project management
    - Embed codes
    - Social Media Integration
    - Automated alerting and advisories
    - Parking lot content selection and processing
  - 24 X 7 live support
- CDN Integration for high-volume implementations
- User and system metrics built into platform, with export
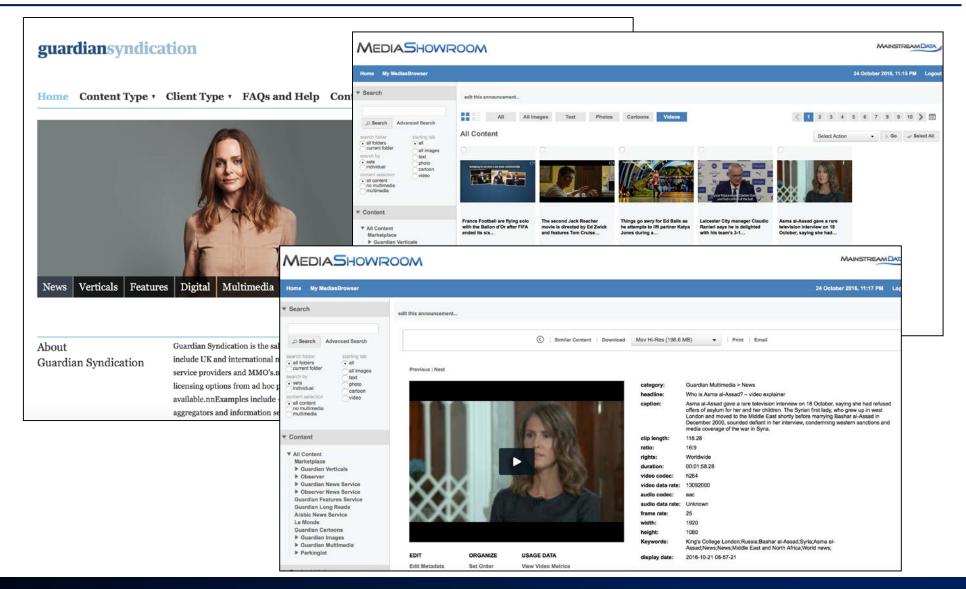
Product Demonstrations

- Guardian Syndication – *integrated text, images, and video*
- Endemol Shine International – *large scale video DAM*
- Kyodo News Service Video – *news service video DAM*
- MediaShowroom Mobile – *mobile video app*

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Guardian Syndication

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EndemolShine International

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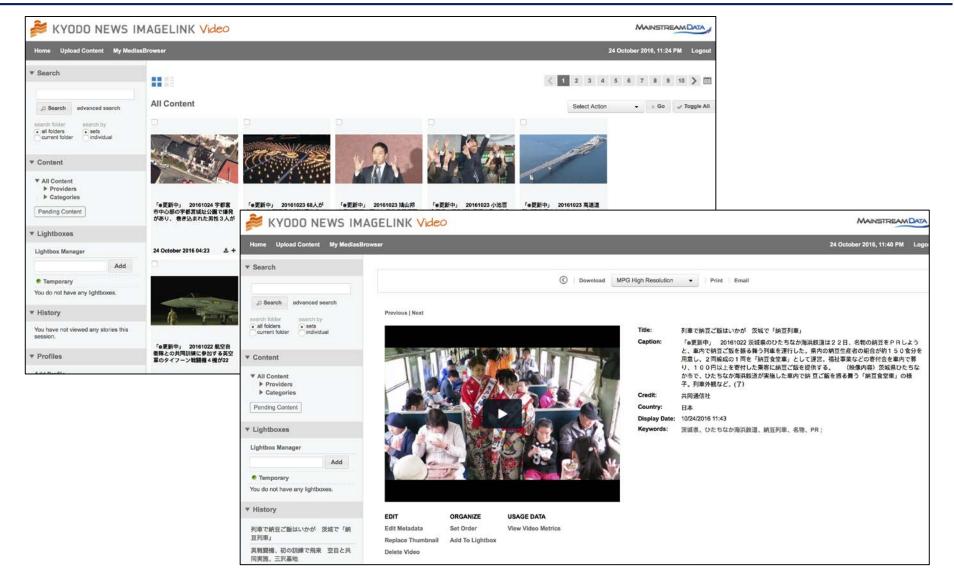
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Kyodo News Service Video
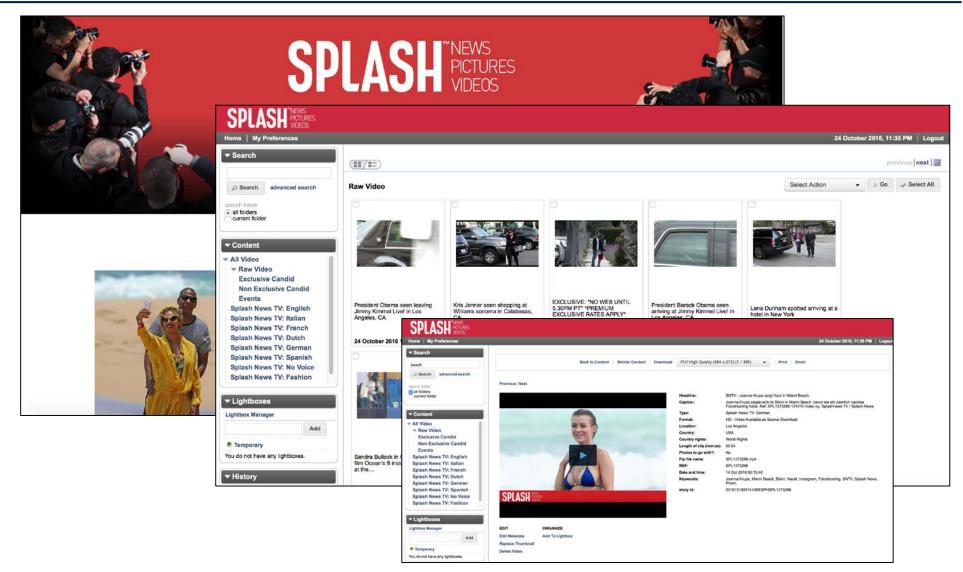
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Splash News

Mobile

iPad

iPhone

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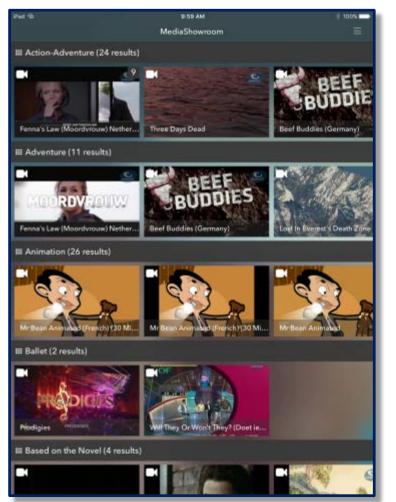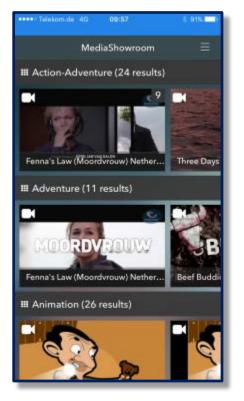
MediaShowroom IPTC €500 Offer

- Available to all IPTC members until 12/31/2016:
  - MediaShowroom video DAM
    - Multimedia compatible – text, images, video
    - All MediaShowroom standard features
    - Includes 1TB content storage with custom site colors and logo
    - Up to 10 hours of free consultation/content ingestion
    - € 500/month charge, additional storage available at € 0.15 per gigabyte per month
    - No charge until 1/1/2017, 30-day cancellation

- Contact us at: iptc@mainstreamdata.com

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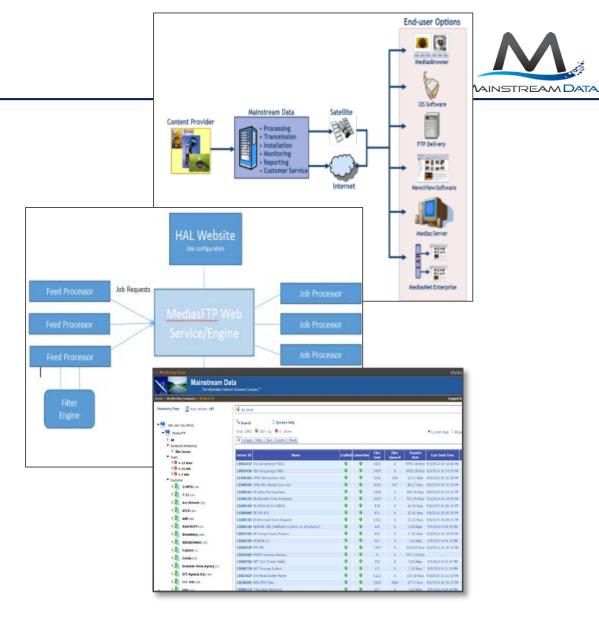
Mainstream Solutions

- Delivery Networks
  - Hosted Platforms
  - MediasFTP
  - RSS / MRSS
  - Satellite
  - MediasNet

Delivery Networks
- epa (Europe)
- Reuters (N. America)
- ANP (Netherlands)
- The New York Times
- Corbis (Worldwide)
- Lusa (Portugal)

Mainstream Solutions
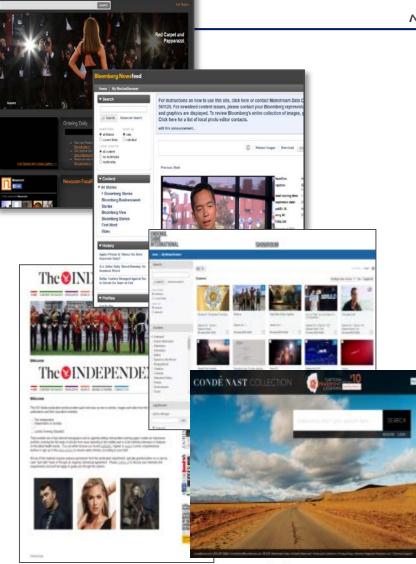
Multimedia Platforms
- Endemol Shine
- Bloomberg
- The Guardian
- Splash News/Corbis
- Newscom
- Condenast
- Microsoft
- Independent

– Digital Asset Management

– Media Asset Management

– Content Licensing & Syndication

Mainstream Solutions
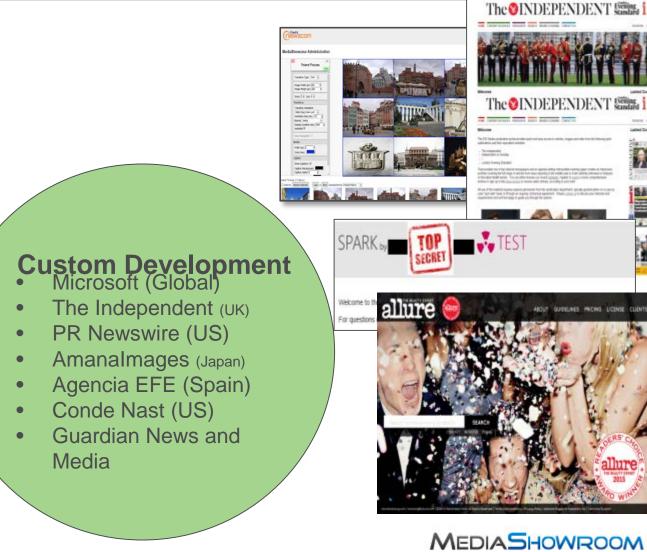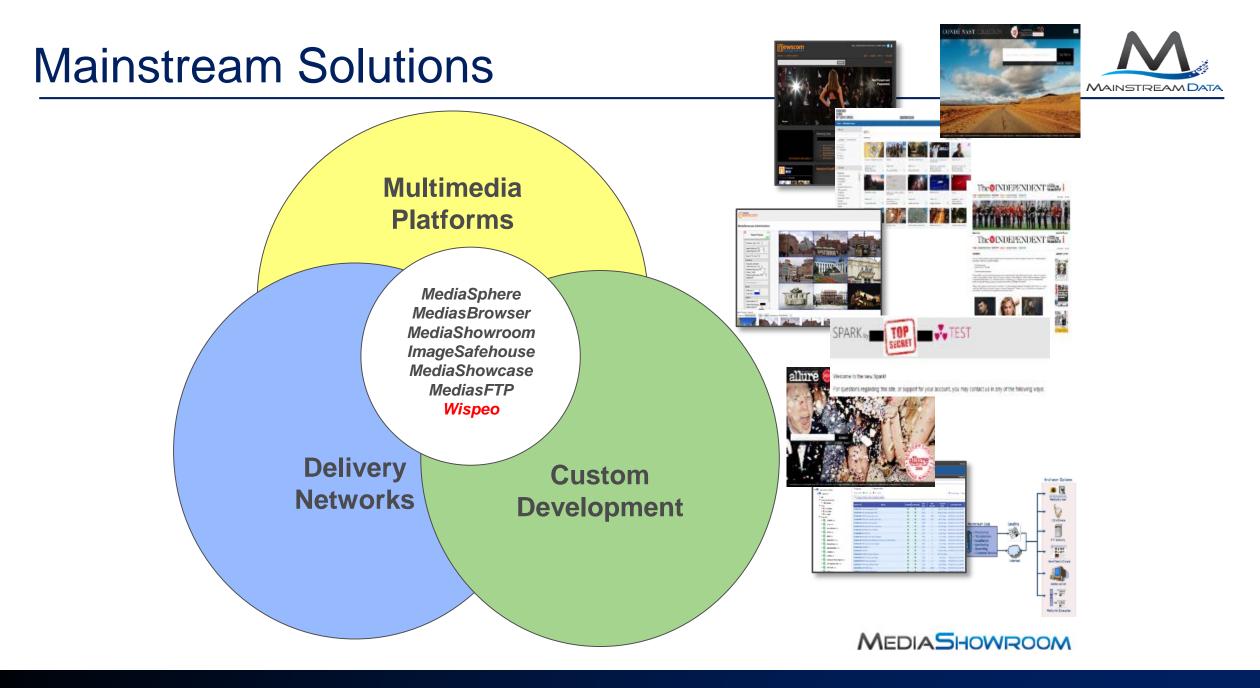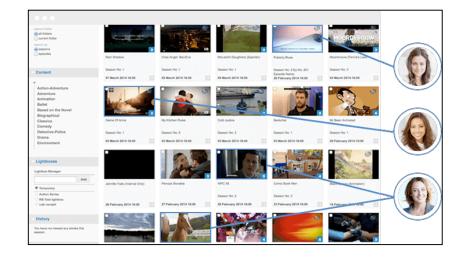
- Custom Development
  - Bespoke Platforms
  - Custom features
  - Pro-active features
  - Re-active requests

Custom Development
- Microsoft (Global)
- The Independent (UK)
- PR Newswire (US)
- AmanaImages (Japan)
- Agencia EFE (Spain)
- Conde Nast (US)
- Guardian News and Media

Mainstream Solutions

Multimedia Platforms

Delivery Networks

Custom Development

MediaSphere
MediasBrowser
MediaShowroom
ImageSafehouse
MediaShowcase
MediasFTP
Wispeo

MediaShowroom Functions
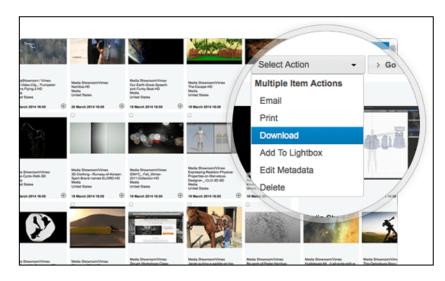
USER ACTIVITY & ENGAGEMENT

MediaShowroom tracks visits, views, searches, download, screening time [Video] and more to build a compelling user engagement story.

Develop more valuable relationships with your customers, and better understand customer users behaviour and interests.
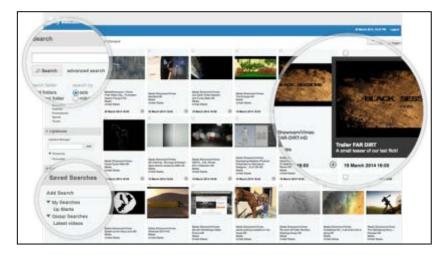
RAPID MEDIA MANAGEMENT

Agility, speed and efficiency are critical to customer acquisition and maintenance. MediaShowroom meets and exceeds this requirement with multiple items actions.

Quickly edit metadata, email multiple users lightbox links, FTP push content, combine new or existing media files into sets, Content Link assets and more to deliver on internal or customer users media requests.

MediaShowroom Functions

AN EXPERIENCE THAT DELIGHTS ALL USERS
MediaShowrooms media grid interface is open and clutter-free so your customers can enjoy your content without distractions.
Powerful search, detail hover pop-ups, saved search functionality, "digests" for automated customer alerting and so much more all add to a delightful user experience
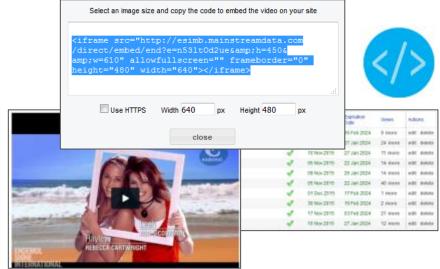
DEEP METRICS CAPTURE
Know what users want with MediaShowrooms deep and wide metrics capture built into platform LIVE.
We deliver reports on user logins, views, searches, previews, Prints, emails, embed codes and more to inform your sales and marketing team so they focus on the content that customers want.

Now includes NON-USAGE metrics

MediaShowroom Functions

EMBED CODES

MediaShowroom's media interface allows admins and users to generate embed codes of content instead of downloading the asset. The code has an associated "**key**" which allows the admin to control the embed for duration – effectively giving the permission to grant access for a limited time.

Along with the Code and Key are the **METRICS**; each code is tracked for its clicks and impressions as well as ip address and device type.

INTEGRATED CDN

MediaShowroom has optional integration with our content delivery network Partner Akamai.

Adding Akamai allows mainstream to accelerate the enterprise's connection to the cloud by adding rapid scalability and reach.

MediaShowroom Functions

PUSH DELIVERY TOOLS

MediaShowroom includes a set of robust and reliable FTP delivery tools that are 10 years in the making. Whether a user initiates the delivery of a specific asset to an individual or group through the web interface, or an administrator sets up rules for the automated delivery of content through the MediasFTP platform, MediaShowroom delivers content to end-users in the formats they need, at incredible speeds, and with scale.

CUSTOM API INTEGRATION

MediaShowroom offers standard API integrations that empower users to easily publish content to social media applications, websites, and other third-party systems. With a solid set of standard web services integrations and the flexibility to add custom API integrations, MediaShowroom becomes true middleware for an organization.

Whether you want to publish to Facebook or YouTube, your corporate website, your mobile platform, or your digital signage network, MediaShowroom provides the flexibility and tools to make it happen.

MediaShowroom Functions

SOCIAL MEDIA INTEGRATION
MediaShowroom utilizes standard social media integration tools that allow content owners to easily share digital content on their social platforms of choice. Users may share it, pin it, plus it, and tweet it through a click of a button.
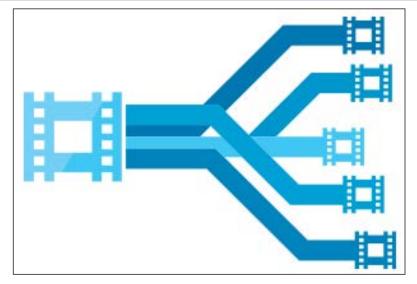
MULTIPLE CONTENT TYPES
Contributors upload text, video, photos, graphics, PDFs, documents, and more; and the system transcodes, converts, tags, and packages the content into publishable formats.

CONDITIONAL ACCESS
MediaShowroom's configurable content categorization scheme allows users to group content by country, department, product (or any other category), and then permission user accounts conditional access to just the content they should have access to. Other conditional access features include view-only access, IP address restrictions, rights-based filtering, group assignments, and account expiration rules.

Behind the scenes technology!

AUTOMATED FORMAT CONVERSION & TRANSCODING

Mainstream's format conversion and transcoding engine automatically creates the formats required for effective and consistent communication with end-users through the end-user's preferred channel – like mobile, online, in-store, broadcast, or print. MediaShowroom automatically transcodes video and graphic content to multiple formats for immediate publishing to an iPad app, digital signage network, social media platform, or broadcast partner.

AUTOMATED DELIVERY & MONITORING WITH REALTIME STATISTICS

MediasFTP is integrated with our web-based monitoring system so you can track where and when your files were delivered to each of your destination sites. No more phone tag, no more time wasted in guessing – use real-time date to track your files straight to each of your customers.

Push and Pull **FTP**, **RSS** and **MRSS**
Email and **API's**

MediasMobile Application

Market Mode

The market mode application is driven from
MediaShowroom the DAM for the selection
of content but cached locally on the IOS
mobile device.

Q. Need an update mid show?

Click the update button and only the content
that changed is added or removed.

Mainstream Data

- 31+ years of experience designing and managing high performance systems
- Multiple Platforms and Products
- Large development team to meet customers needs
- Global Customer base
- Many prominent information companies depend upon Mainstream for assimilation, normalization, storage, search, display, and delivery of text, images, graphics, and video

Contact us

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