Platform Power to Automation Workflows

MAY 2023

FAST, SECURE CONTENT EXCHANGE

MULTI-FUNCTION SAAS PLATFORM FOR MEDIA

Connective fabric for the global M&E ecosystem

DEPLOYED AT SCALE ACROSS THE GLOBAL MEDIA ECOSYSTEM

1,000,000+
End Users

50,000+
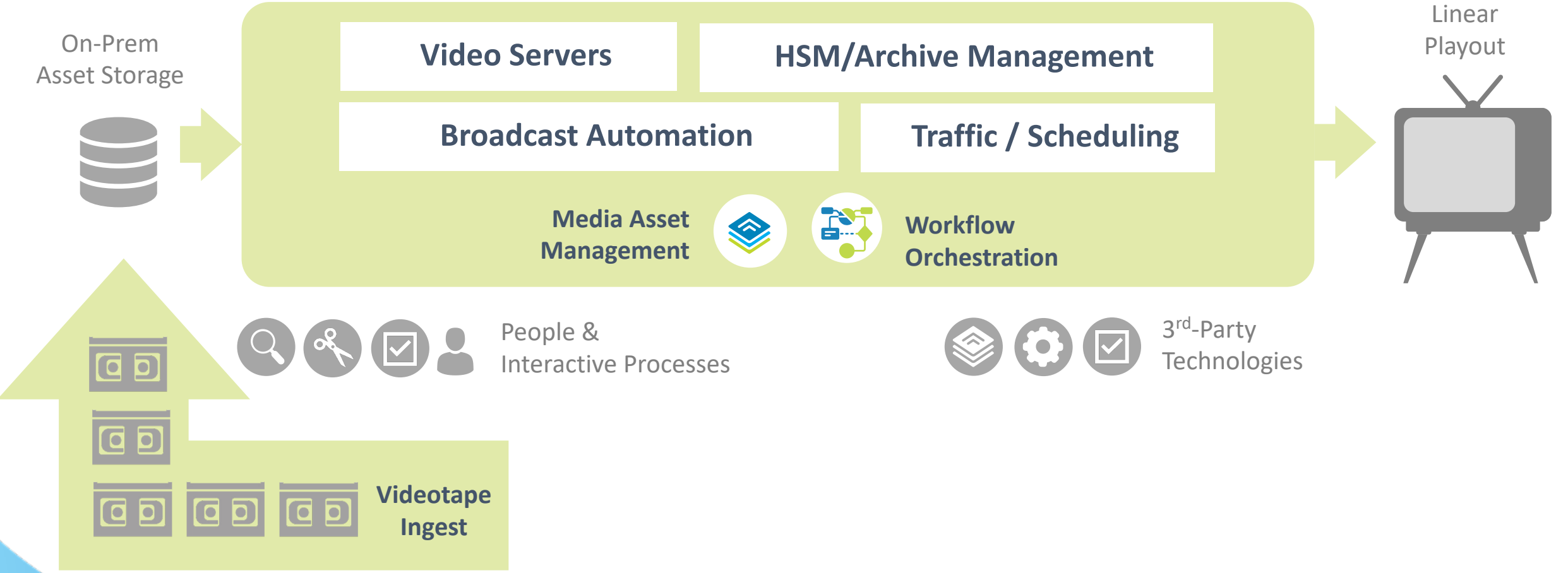Businesses Connected

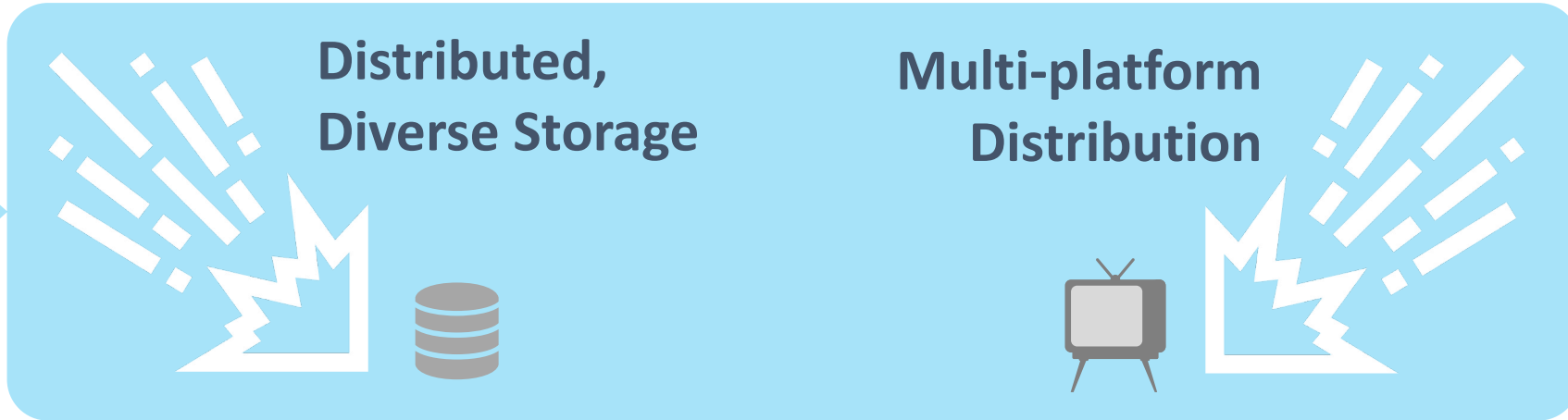**200+** Countries

50+
PBs Moved Monthly

WORKFLOW AUTOMATION

EARLY FILE-BASED → LOW-MIX SUPPLY CHAINS

On-Prem Asset Storage

Linear Playout

Video Servers

HSM/Archive Management

Broadcast Automation

Traffic / Scheduling

Media Asset Management

Workflow Orchestration

People & Interactive Processes

3rd-Party Technologies

Videotape Ingest

MASSIVE CHANGE AT BOTH ENDS

Media & Metadata Sources

Distribution Partners

Distributed, Diverse Storage

Multi-platform Distribution

People & Interactive Processes

3rd-Party Technologies

discovery+

peacock

Disney+

prime video

N

hulu tubi

Paramount+ PLUTO

DYNAMIC HIGH-MIX FACTORY

STATIC LOW-MIX FACTORY

1ST GENERATION HIGH-MIX SUPPLY CHAINS
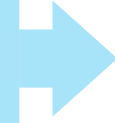
Media & Metadata Sources

Distribution Partners

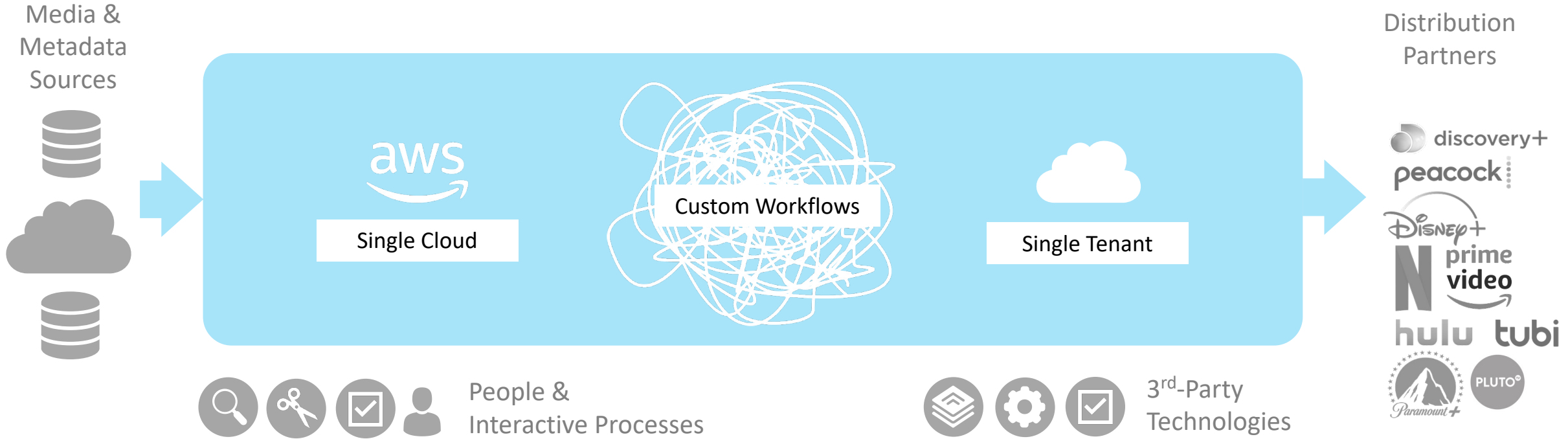reachENGINE

Media Asset Management

Workflow Orchestration

Role-Specific UX

People & Interactive Processes

3rd-Party Technologies

discovery+

peacock

Disney+

prime video

N

hulu   tubi

Paramount+   PLUTO

Successful, mission-critical deployments at top media brands

Lessons learned for the next generation

1ST GENERATION HIGH-MIX SUPPLY CHAINS

Media & Metadata Sources

Distribution Partners

Single Cloud

Custom Workflows

Single Tenant

aws

People & Interactive Processes

3rd-Party Technologies

discovery+
peacock
Disney+
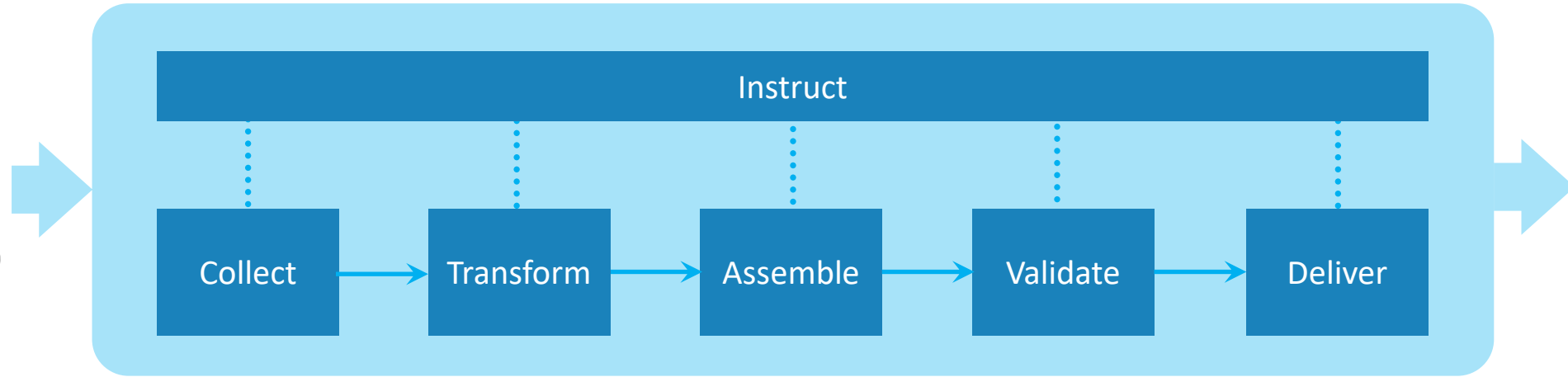prime video
N
hulu tubi
Paramount+ PLUTO
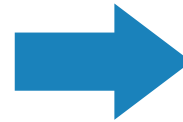
✓ **Technology Modernization**

- Event Driven
- Loosely Coupled
- Portable
- Standards Based *(http)*
- Microservices & Low Code/No Code

Yes, they work … **BUT**

❖ Scalability & resiliency are insufficient
❖ Agility is limited
❖ TCO is too high: cloud + vendors + developers

WHY RE-INVENT THE WHEEL?
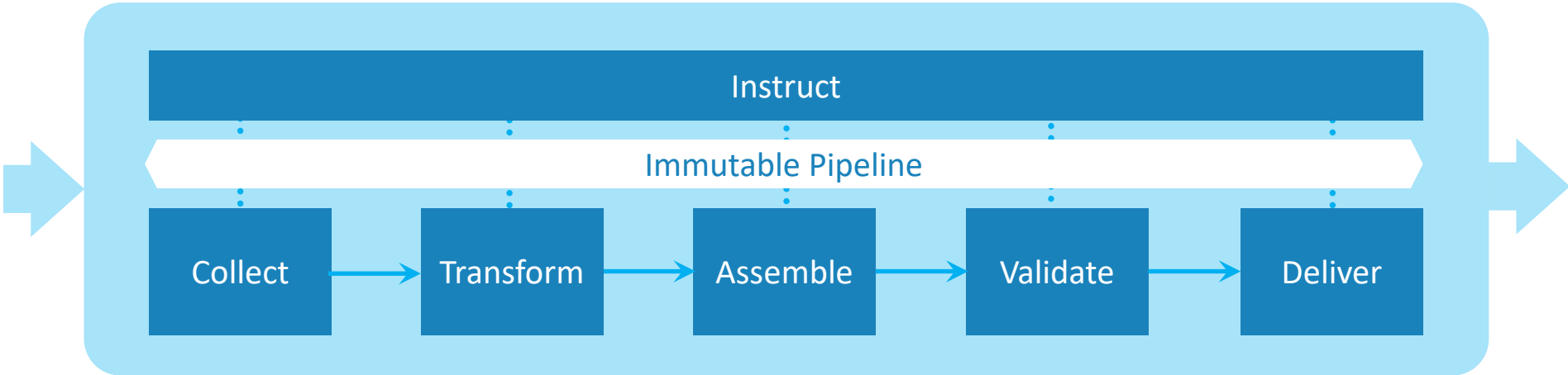
Media & Metadata Sources

Distribution Partners

Instruct

Collect → Transform → Assemble → Validate → Deliver

discovery+
peacock
Disney+
prime video
N
hulu tubi
Paramount+ PLUTO

DELIVERY SPEC

WHAT'S THE RIGHT "TECHNOLOGY UNIT" SIZE?

Microservices

End-to-End
Content Supply Chain
Solution

PRODUCTS

Multi-Tenant
Building Blocks

BUILD

BUY

SIGNIANT®

OUR VISION: SIMPLIFY & PRODUCTIZE

Media & Metadata Sources

Distribution Partners

Instruct

Immutable Pipeline

Collect → Transform → Assemble → Validate → Deliver

People & Interactive Processes

3rd-Party Technologies

discovery+
peacock
Disney+
prime video
N
hulu   tubi
Paramount+   PLUTO

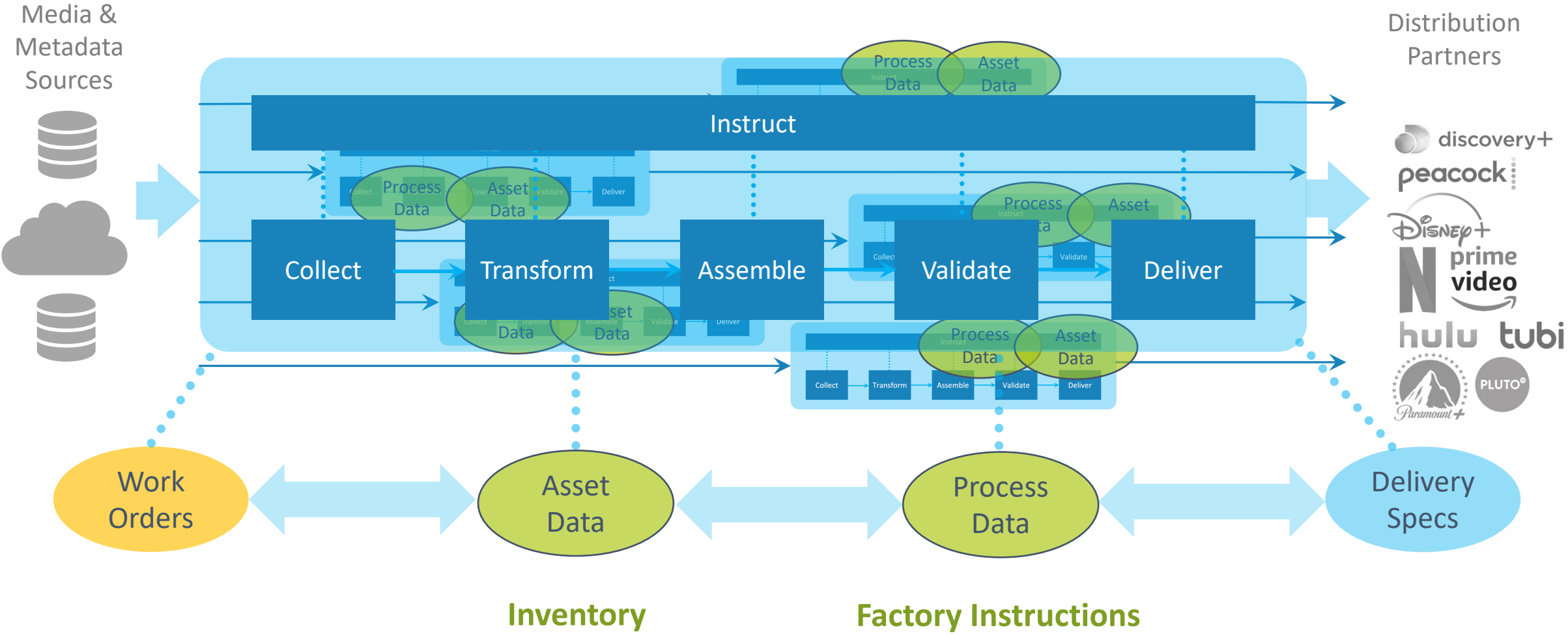**The Multi-tenant SaaS Imperative**

Scalability & elasticity

Resiliency & availability
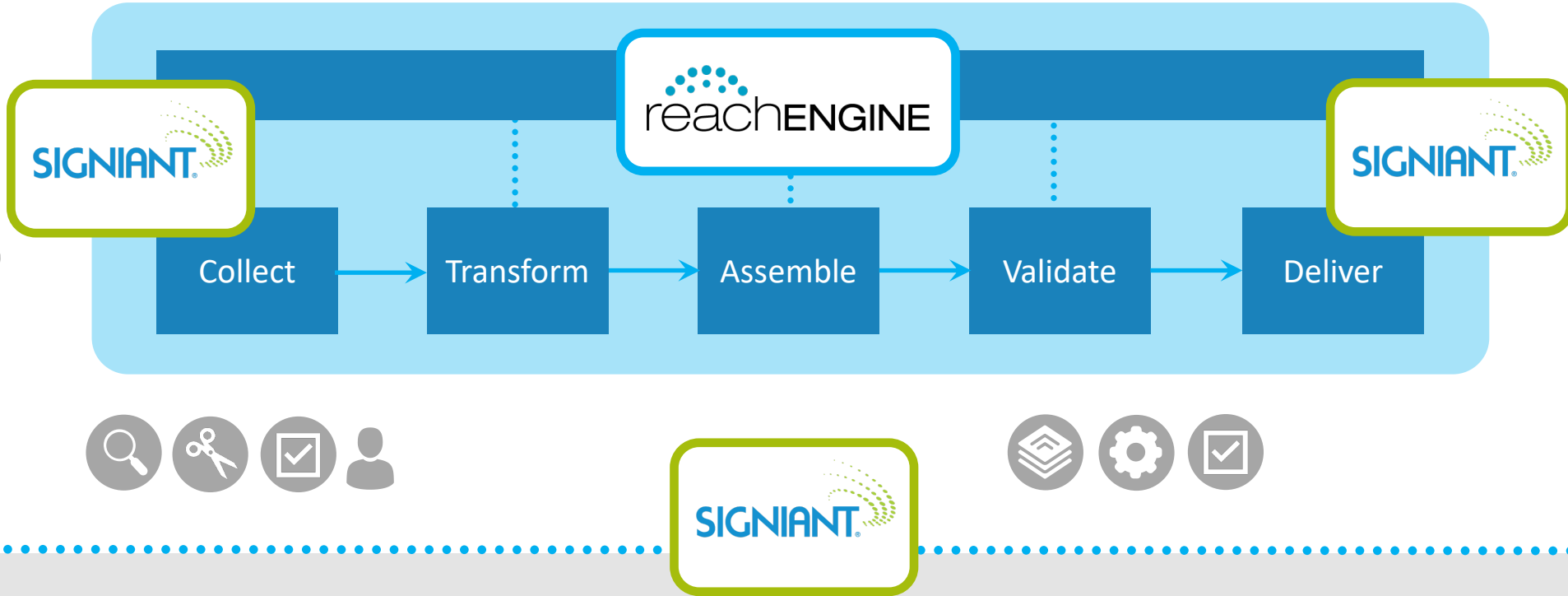
Economies of scale / shared costs

Easy to manage & deploy

Rapid innovation, automatically delivered

WHAT PROBLEM ARE WE FIXING?

Media & Metadata Sources

Distribution Partners

Instruct

Collect — Transform — Assemble — Validate — Deliver

Process Data · Asset Data

Work Orders · Asset Data · Process Data · Delivery Specs

Inventory

Factory Instructions

SIGNIANT + reachENGINE

Media & Metadata Sources

Distribution Partners

reachENGINE

SIGNIANT

Collect → Transform → Assemble → Validate → Deliver

SIGNIANT

SIGNIANT

discovery+
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The Multi-tenant SaaS Imperative

Scalability & elasticity

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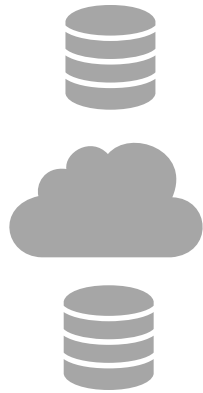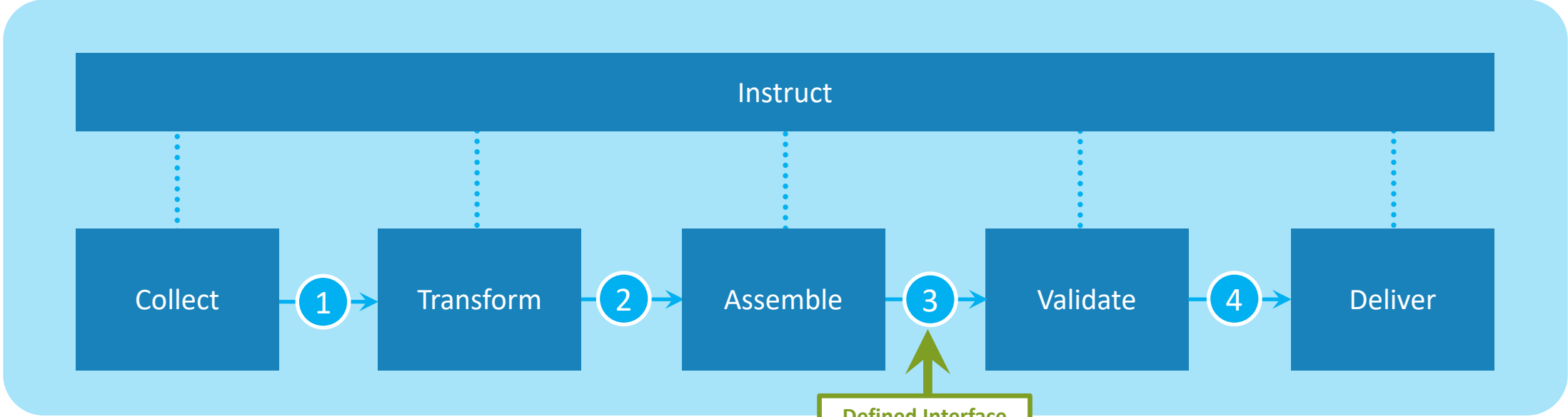
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CUSTOMIZATION

EXTENSIBILITY – CUSTOM WORKFLOWS

Instruct

Collect → ① → Transform → ② → Assemble → ③ → Validate → ④ → Deliver

Defined Interface

Pipedream is a general-purpose SaaS service for building & executing event-driven workflows

- Design & build custom workflows
- Execute custom workflows
- Take advantage of built-in integrations (e.g. Slack)

External workflow, e.g. ARCHIVE

(or use e.g. zapier if you prefer)

EXTENSIBILITY – NEW 3RD-PARTY TECH
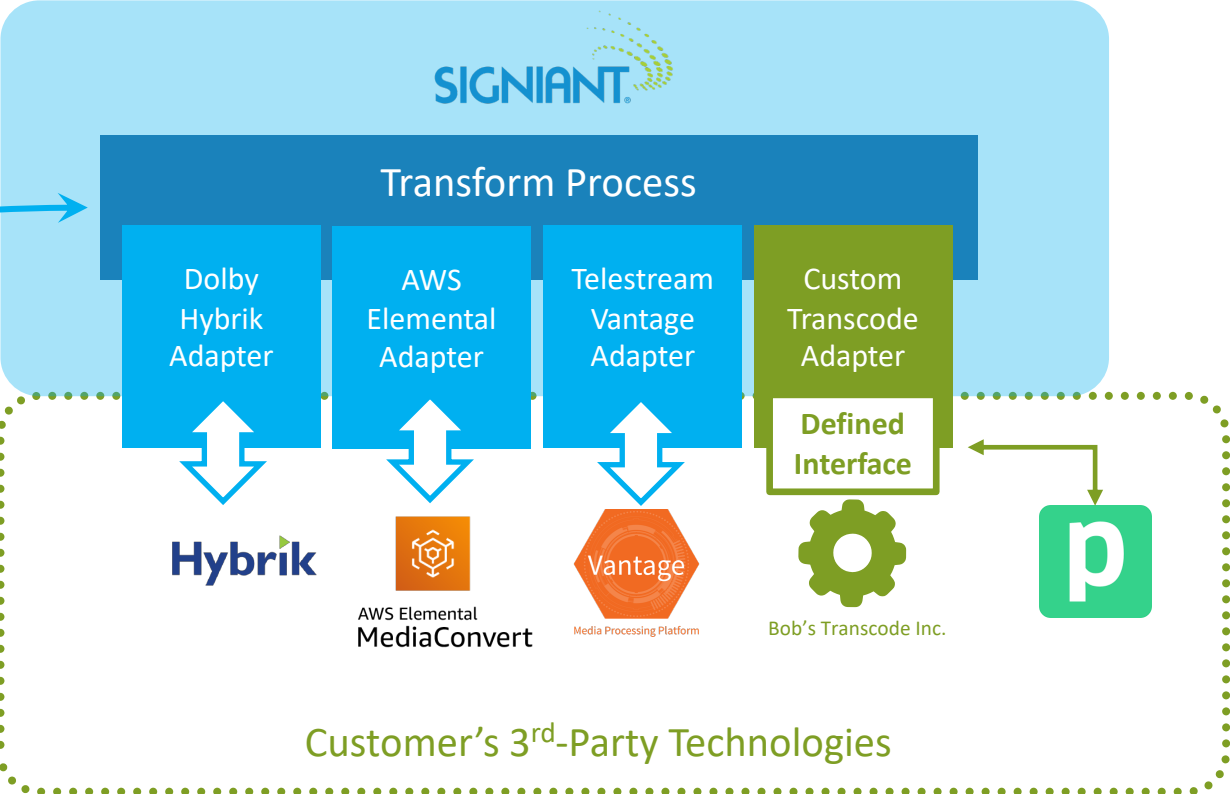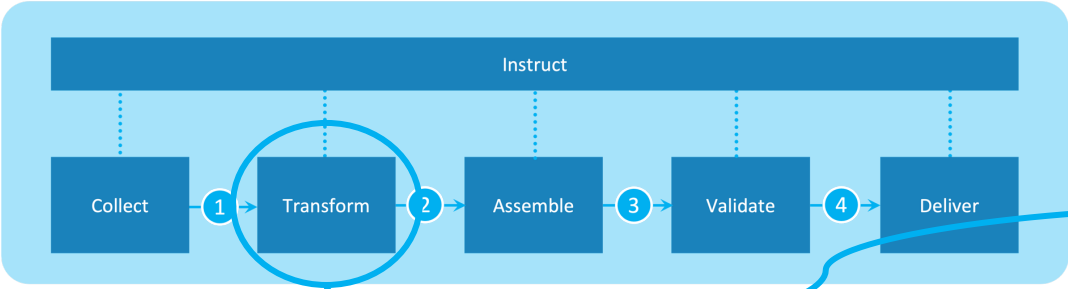
Pipedream is a general-purpose SaaS service for building & executing event-driven workflows

Design & build custom adapters
Execute custom adapters

(or use e.g. zapier if you prefer)

A NEW PARADIGM FOR PROCESS AUTOMATION

Productized Pipelines

- Core functionality is pre-baked; common delivery specs are codified in the system & changes are tracked/addressed by Signiant

Lean & Clean Data Model

- Clear separation between process metadata and asset metadata
- MAM independence – customer's choice, multiple sources

Modern Customization Model

- Programmatic means of tapping in and out of fixed points in the core pipeline
- Tuned for use with a general-purpose workflow tool (Pipedream)
- Function-level abstraction for 3rd-party technologies

Holistic View of People & Systems

- Dynamic role-specific UX with work queue management
- Advanced mixed-mode exception handling

Multi-Tenant SaaS

- Scalability & elasticity
- Resiliency & availability
- Economies of scale / shared costs
- Easy to manage & deploy
- Rapid innovation, automatically delivered

BECAUSE MEDIA HAPPENS EVERYWHERE