

COST EFFECTIVE MULTIPLATFORM DELIVERY



**Advanced Media
Workflows for
Traditional and Mobile
TV Transmission,
Online Content Delivery,
and Digital Signage**

**DUBAI 2 FEBRUARY
LONDON 9 MARCH
MUNICH 10 MARCH**

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Omneon, Inc.



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Marquis Broadcast



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SVP Sales
Grab Networks



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Chief Sales Officer
Blue Order Solutions AG



Four broadcast manufacturers come together to present and discuss coherent and integrated workflows for Traditional and Mobile TV Transmission, Online Content Delivery, and Digital Signage

One of the challenges faced in extracting profits from multiple platforms is how to generate revenue streams without necessarily incurring directly related production costs. In other words re-purposing content across many channels automatically. The key to this is exploiting the power of modern digital systems which requires rich metadata and sophisticated control systems.

MULTIPLATFORM DELIVERY SOLUTIONS will study the production chain from ingest through to distribution and illustrate how best of breed products can pass metadata to produce efficient and cost effective workflows. The processes discussed can manage rights, contribute to re-purposing, ensure the quality of broadcasting, and add significantly to profit when delivering to multiple platforms. Who should be attending?

MULTIPLATFORM DELIVERY SOLUTIONS is aimed at CEOs, CTOs, MDs, Technical Directors and anyone involved in production, post-production and delivery.

You will leave this event with:

- Tools to convert new production systems to operational success
- An understanding of the issues surrounding the implementation of new broadcast technologies and efficient workflow practices
- Knowledge of how to integrate best of breed products



COST EFFECTIVE **MULTIPLATFORM DELIVERY**

Broadcast Forum Programme

- 09:00** **Coffee and Registration**
- 10.00** **Introduction**
- 10.30** **Session One**
- 11.45** **Morning Break**
- 12.00** **Session Two**
- 13.15** **Q&A Session/Summary**
- 13.30** **Lunch**
- 15:30** **Close**

Visit www.broadcastforum.net
for updates to the agenda



Dubai

Radisson Blu Hotel

PO Box 211723, Dubai Media City, Dubai, United Arab Emirates

London

The Soho Hotel

4 Richmond Mews London, W1D 3DH, United Kingdom

Munich

Le Meridien Hotel

Bayerstrasse 41 80335 München, Germany

COST EFFECTIVE MULTIPLATFORM DELIVERY

The Radisson Dubai 2 February

The Soho Hotel London 9 March

Le Meridien Munich 10 March

WAYS TO REGISTER

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DELEGATE DETAILS (Please complete in block capitals)

Please tick location you wish to attend

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Job Title

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ABOUT THE SPONSORS

Omneon, Inc.

Omneon is the leading provider of flexible media server and active storage systems that optimize workflow productivity and on-air reliability for the production, distribution, and management of digital media. Omneon pioneered the use of advanced IT technologies and open systems in broadcast, producing the first totally modular and expandable video server architecture in the Omneon Spectrum™. The company's latest breakthrough is the MediaGrid™, the industry's first active storage system, delivering centralized storage that is scalable in capacity, bandwidth, and media-processing power.

Marquis Broadcast

Founded in 1998, Marquis provides a range of media integration products designed for the data-intensive and challenging requirements of today's fast-paced broadcasting environments, enabling broadcasters and other users of digital media to achieve maximum efficiencies from their workflow processes. The company has considerable experience in integrating an extensive range of broadcast systems and devices providing a seamless integration and easy to use workflow via Marquis' interoperability engine Medway which is in daily use worldwide.

Grab Networks

Grab Networks offers a comprehensive video operating system and syndication network for profitably publishing video anywhere on the Internet. The system automatically manages, transcodes and tags video assets turning clips into searchable packets that can be combined with relevant advertising and distributed to any device. With more than 75,000 syndication partners, Grab Networks enables video producers and content owners to build profitable virtual networks and generate ad-based revenue from a broader audience.

Blue Order Solutions AG

Blue Order is a global provider of turnkey Media Asset Management (MAM) solutions. Media and entertainment companies, corporations and public institutions use Blue Order products to collect, index, catalogue, retrieve and distribute audio-visual content. Blue Order's Media Archive product suite provides a comprehensive MAM framework to support digital content services, optimize workflows and increase efficiencies along the content value chain.