Telestream Vantage Provides Core Enabling Technology for WCPMedia Services

Vantage seamlessly integrates with WCP platform to automatically generate screeners for online viewing

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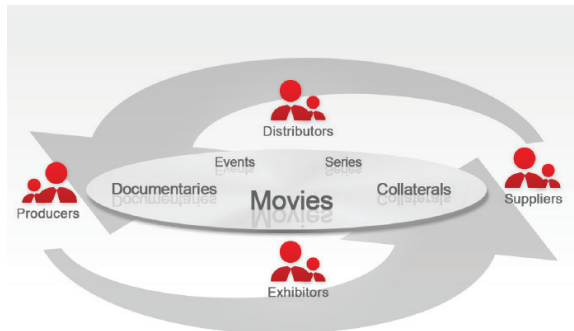
- Giovanni Contri, VP of Operations at WCPMedia Services

Background

WCPMedia Services (WCP) is a Swiss-based entertainment services company founded in 2011. The company has developed a platform of smart process applications that combine proprietary software with top-tier solutions developed by proven and trusted technology companies. The WCP platform allows users to store, manage, market, transcode and distribute media content to business partners and clients quickly, easily and securely.

The Challenge

While video production processes have benefited from increased use of digital video workflows, WCPMedia Services felt that these benefits were not yet available to digital media supply chain processes. Dedicated solutions existed that allowed file transfers from point to point, but the industry lacked a common approach and common processes for media industry players (producers, distributors, agents and broadcasters) to exchange digital content on a global level in a standardized way. Sales and distribution were scattered and not consistent in their behavior and technologies. Industry operators tended to build custom solutions, resulting in a plethora of different architectures, languages, and standards that forced customers and suppliers to adapt and operate in different ways.

The Solution

Based on its deep industry experience and technological knowledge, WCP has designed and implemented an innovative platform using the Vantage automated transcoding and workflow engine from Telestream to fill the technological and process gaps within the industry. The WCP platform, called WCPApp, is a neutral hub where international media industry players can meet and easily manage and exchange their assets, operating according to defined and common workflows and standards.

WCPApp is a secure cloud-based environment that addresses the complete digital media supply chain from pre-production to distribution. It is a business-to-business, many-to-many solution that allows users to easily manage and control their digital workflows.

Furthermore, the WCPApp is offered as a Platform-as-a-Service (PaaS) solution, which allows customers to dramatically cut the time and investment needed to access the market. A single application is used that integrates all the technologies (e.g. licenses, hardware, software) into one solution. WCPApp was designed to be scalable, flexible and accessible by all levels of industry players – from small independents to major studios.

The WCPApp integrates industry-leading software technologies into fully automated workflows with a user-friendly and highly intuitive interface.

The WCPApp is accessed through a smart, web-based portal and offers services to:

- Store valuable digital assets and their metadata
- Promote content to sell and evaluate content to buy
- Transcode content per owner or exhibitor requirements
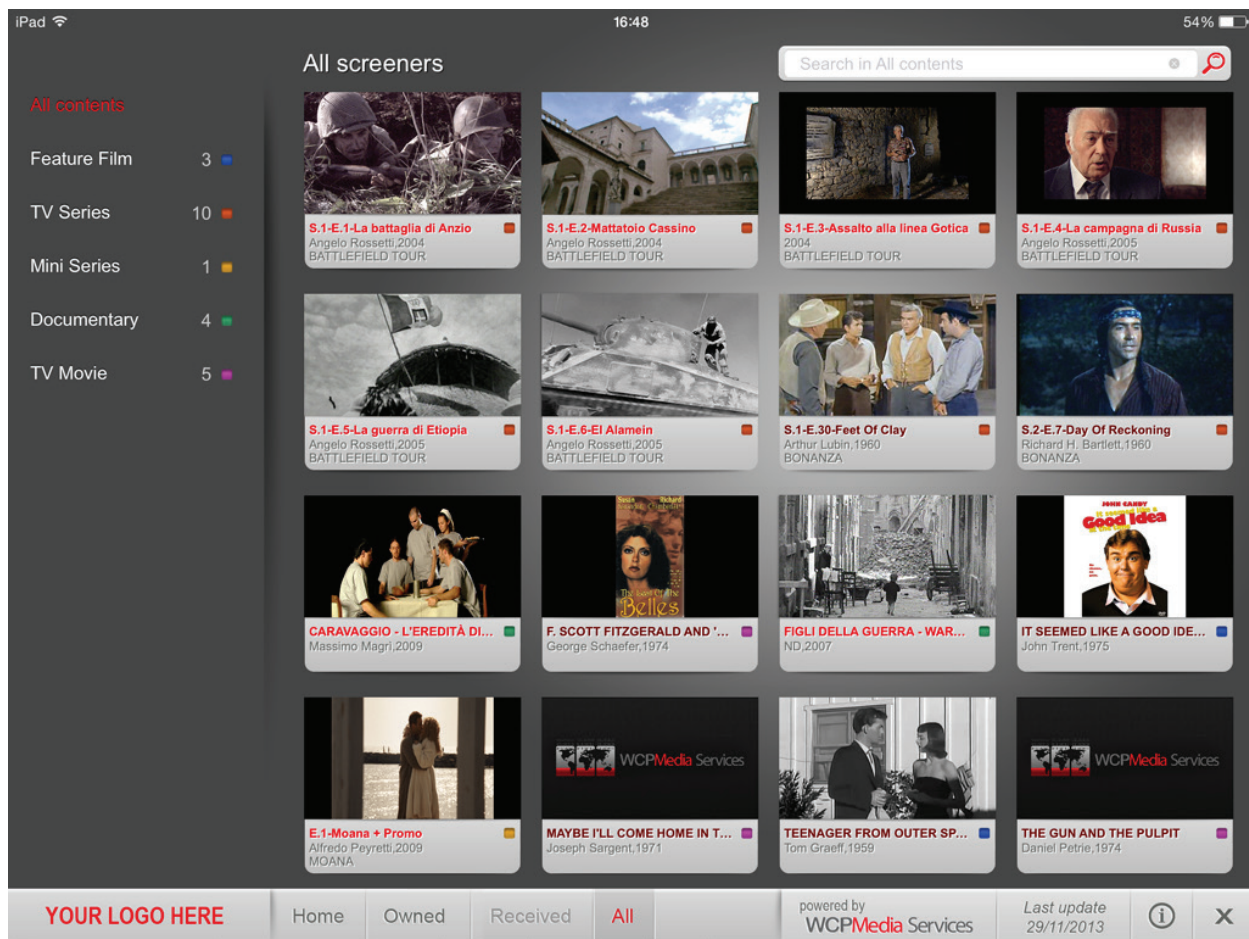- Deliver and receive content

Natively integrated with the WCPApp is the WCP Screener Room, an application that runs on any iOS or Android-based tablet. WCP Screener Room allows program buyers and sellers, including Festival programmers and curators, to watch content catalog screeners, or previews. The WCP Screener Room is personal, private, and available 24/7, making it an ideal business tool for promoting or scouting new content.

One of the key differentiators of the WCP platform is its ability to give users complete control of each piece of content uploaded to the platform. Users can have one or more screener formats generated according to their particular technical specifications. Automatic transcoding and digital delivery using Telestream Vantage makes this possible.

Every time users chose to deliver content, they only have to select the title and the transcoding or screener profile. Using Vantage, the WCP platform automatically transcodes the content and makes it available according to customer specifications. This allows content owners to leverage the WCPApp and the WCP Screener Room functionalities to promote and market their content at events, festivals, and in private meeting rooms. It also allows recipients to use a common and standard channel to receive media from several sources and have them available immediately for their business.

Telestream Vantage automates production of transcoding and screener formats

"We selected Telestream Vantage as the core software for handling and automatically producing the screeners for all content that is uploaded into the WCP platform," said Giovanni Contri, VP of Operations at WCPMedia Services. "Vantage provides versatility in transcoding workflows and flexibility in terms of seamless integration with our architecture and with other specialized software, particularly Signiant and Baton which are pillars of our platform."

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WCP Screener Room

The WCP Platform embeds several software components, each of them leaders in their specific fields. Telestream Vantage is the main transcoding and workflow engine for automatically generating all the screeners. It works seamlessly with the WCP web application, Signiant file transfer technology, and Interra Baton file-based QC software.

Located at the heart of WCP's transcoding farm, Vantage automatically responds to transcoding requests, quickly producing the required formats – depending on content duration, source, target codec and transcoding instructions. All this happens without users having to move or send content anywhere. Content is available online through the WCPApp and WCP Screener Room. The WCP cloud infrastructure is hosted at a secure data center located in Switzerland.

WCP has deployed several Vantage software licenses to provide redundancy, flexibility and increased capacity. The systems are replicated in four different environments to support the platform lifecycle. The systems were purchased through Telestream's distributor, Allyn, based in Rome, Italy. According to Contri, "Allyn reacts quickly, often anticipating our needs and proposing innovative solutions."

Currently WCP hosts more than 500 companies which have selected its platform to ingest, store, protect, manage, promote and deliver their content. For each new piece of content that is uploaded, Vantage is used to prepare the media in several bit rates to ensure an optimal end user experience. WCP built its platform with scalability in mind.

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As of Spring 2014 WCP has partnered with several major film and cinema organizations, including the Rome Film Festival, FICTS (Federation International Cinema et Television Sportif), and ACE (Association du Cinema Europeen). With these partnerships now in place, WCP expects the number of users, customers, and media catalogs to increase dramatically in the near future.

"The Vantage platform offers the scalability we need in terms of size and volume to support these new services and workflows," adds Contri. "We appreciate Telestream's continuous support for new codecs and integration with new file-based software solutions, which saves us time and money. And thanks also to the new Vantage 6.3 release, we'll soon be DPP compliant. We expect our Vantage nodes to continuously grow along with our customers and their expanding needs."

To learn more
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