

OPTIMIZED MONETIZATION, MANAGEMENT, AND DISTRIBUTION OF MULTISCREEN VIDEO

Elemental Delta and Dell EMC Isilon: The Era of Personalized Video Delivery

ESSENTIALS

- Elemental Delta origin and edge servers and Dell EMC Isilon storage systems integrate seamlessly with Elemental software-defined video processing solutions. This allows pay TV operators and content providers to monetize assets by deploying video delivery infrastructure that expands content delivery and enhances OTT services and capabilities.
- Reduce storage and bandwidth costs by delivering content best suited to current network conditions. Device and content-specific rules allow video to be optimized for bitrate, resolution, audio format, captions and number of channels, resulting in the best overall user experience and the lowest distribution costs.
- Seamlessly transition between start-over and catch-up TV, nPVR, delayed TV, pause TV, and VOD asset creation from linear feeds through on-the-fly re-segmentation, manifest manipulation and manifest modification.
- Ad insertion, ad removal and ad replacement capabilities enable targeted advertising for both live and VOD content.

CONSUMERS DEMAND MORE

Today's digital consumers are no longer tied to linear TV schedules. Multiscreen devices and services are ubiquitous with viewers expecting access to content anytime and anywhere. An optimal viewing experience should include the ability to pause and replay live broadcasts in the same way that is possible with VOD content—through a simple click of a button. As the market for OTT and multiscreen video services continues to grow, pay TV operators and content owners require video delivery workflows that provide a highly personalized viewing experience to as many devices as possible. However, launching and expanding a live-to VOD or OTT service poses numerous technological choices involved in any implementation.

DELIVERING LIVE-TO-VOD SERVICES

Pay TV operators, content programmers and other video providers are seeking efficient and cost effective video delivery solutions that enables revenue generating live-to-VOD services. However, platforms designed to optimize monetization, management and distribution of multiscreen video across IP networks are often beyond the financial resources and technical expertise of all but the largest media organizations. Clearly a new approach to video delivery is needed to overcome multiscreen video storage and distribution complexities, to enable dynamic ad insertion for personalized viewing experiences and to optimize monetization.

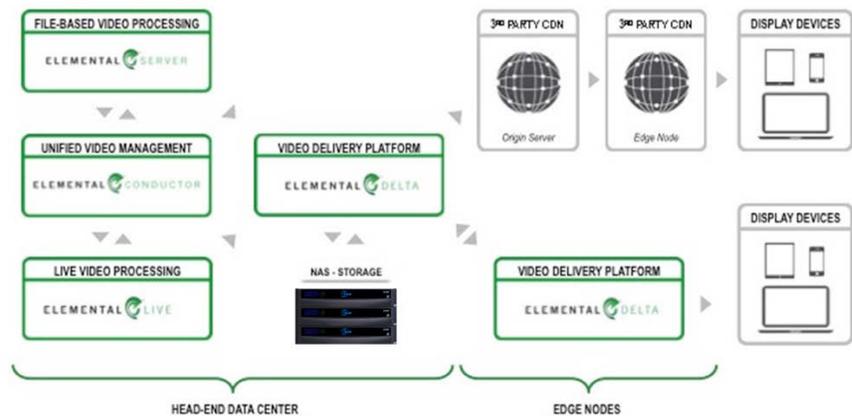
VIDEO DELIVERY SIMPLIFIED

Elemental Delta is a software-defined video delivery platform designed to optimize the monetization, management, and distribution of multiscreen video across internal and external IP networks. Through just-in-time (JIT) video packaging and intelligent caching, the platform enables a complete solution for time-shifted TV and real-time content delivery with advanced levels of customization and control, including network bandwidth optimization, profile manipulation, and highly targeted ad insertion. Integrating Elemental Delta with Isilon's scale-out storage offers media organizations a converged, efficient and cost effective OTT origin storage and server solution.

Isilon's OneFS[®] operating system, combined with tiered performance and archive hardware, accelerates content creation, collaboration, processing, distribution and archival across the Elemental Delta workflow. The Isilon family of products creates a single pool of expandable storage that is easy to install and grow. Once racked, 100TB, 250TB, or multi-petabytes of storage takes only minutes to configure and set up, and capacity and throughput can be added on demand.

SUBSTANTIAL PRODUCTIVITY GAINS

Integrating Dell EMC Isilon's scale-out storage with Elemental Delta enables an advanced video delivery solution with powerful origin-to-edge functionality that streamlines every aspect of the video processing suite. This combined solution allows pay TV operators and content providers to monetize assets by deploying video storage and delivery infrastructure that expands content delivery and enhances OTT services and capabilities. Elemental Delta's software-defined video architecture and Isilon scale-out storage can be integrated to create a highly flexible and scalable platform that transforms video delivery into new revenue streams. Rather than storing multiple versions of the same content on separate systems, Elemental Delta and Isilon simplify storage into a single, cost effective tiered repository for all content, relying on just-in-time packaging to address any type of content request from any type of device.



ABOUT ELEMENTAL

Elemental Technologies is the leading supplier of software-defined video solutions for multiscreen content delivery that help pay TV operators, content programmers, broadcasters and enterprise customers bring video to any device. Founded in 2006 and headquartered in Portland, Oregon, the company pioneered the use of software-based video processing to distribute and monetize video over IP networks. Solutions from Elemental provide the flexibility, scalability and performance required to transform high quality video into new revenues streams via turnkey, cloud-based and virtualized deployment models.

ABOUT DELL EMC

Dell EMC is a trusted leader in media and entertainment storage for content creators, broadcasters, and content delivery providers. Dell EMC storage forms the foundation of a simple and future-proof infrastructure, giving you the agility to transform business operations, and the flexibility to adapt to new media workflows. Through innovative products and services, Dell EMC accelerates creation and monetization of media, helping media professionals store, manage, protect, and analyze their most valuable digital media assets.

CONTACT US

To learn more, contact your local representative or authorized reseller.



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