

BATON® with GrassValley's iTX

BATON's integration with Grass Valley's iTX assures quality content for distribution. The integration brings efficiency and timeliness in the content supply chain.

File-based digital media has changed the way media is delivered across end user devices, thus raising the potential for **content monetization** and **operational efficiencies**. Operational efficiency can improve when content quality is assured despite multiple transformations across various stages of the content lifecycle.

All the conversions and transformations leading up to media delivery make it an imperative for broadcasters to maintain the end user content quality. Therefore, media validation needs to be automated using an intelligent and flexible environment that can process huge volumes of data in an accurate and consistent manner.

BATON

BATON, industry's leading enterprise-class automated file-based QC solution is used by major broadcasters, post-production houses, IPTV, satellite and archiving companies for its thorough list of quality checks and enterprise-wide scalability.

BATON has been deployed in production use by global media companies of all sizes. BATON supports a wide range of media formats and offers comprehensive quality checks, including extensive subtitles and CC verification, audio language identification, PSE correction, loudness detection and correction. BATON's powerful Media Player for frame-accurate review, rich QC analytics and smart workflow tools are the best in class in the industry.

Solution Overview

- Automates quality checks on media content and minimizes manual QC
- Ensures consistency in content quality across formats, platforms
- Ensures content quality by using different video/audio quality checks
- Facilitates BATON QC result analysis with PDF and XML error reports

Grassvalley iTX

Grass Valley's iTX is an enterprise class IT-based automated playout for multi-format content delivery focussed to provide high quality content to end users. Despite of being an enterprise class solution, iTX provides a simplified and scalable design that leads to substantial saving of space and power. iTX comprises of a set of workflow elements including servers, client work stations, network and storage. All these elements are combined with native YUV processing to ensure splendid content quality. Being an enterprise class solution, iTX offers various benefits to its users, such as upgrade management, version control and detailed system health monitoring.

BATON Integration with Grassvalley iTX

The backbone of the iTX solution is the iTX Delivery Manager that administrates and performs various operations, such as management of content locations from where the files are picked for QC, selection of appropriate test plans and generation of reports based on the QC results. BATON integration with iTX is a fusion of BATON APIs and the iTX Delivery Manager. All the QC tasks performed by BATON using the iTX interface are triggered through BATON APIs.

When the ingested content is available on the iTX Watch Folders through registered content locations, the iTX Delivery Manager determines its priority depending on whether the content is intended for a thematic channel, premium channel or fast-track channels. Once the priority is defined, BATON comes into action and once iTX selects an appropriate test plan, BATON performs the content QC. The QC results are then displayed as PDF and XML reports through the iTX interface.

