

## BATON® with Irdeto - MediaManager

**BATON's integration with Irdeto helps customers achieve content readiness & consistency in a transcoding workflow for multiple distribution platforms**

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

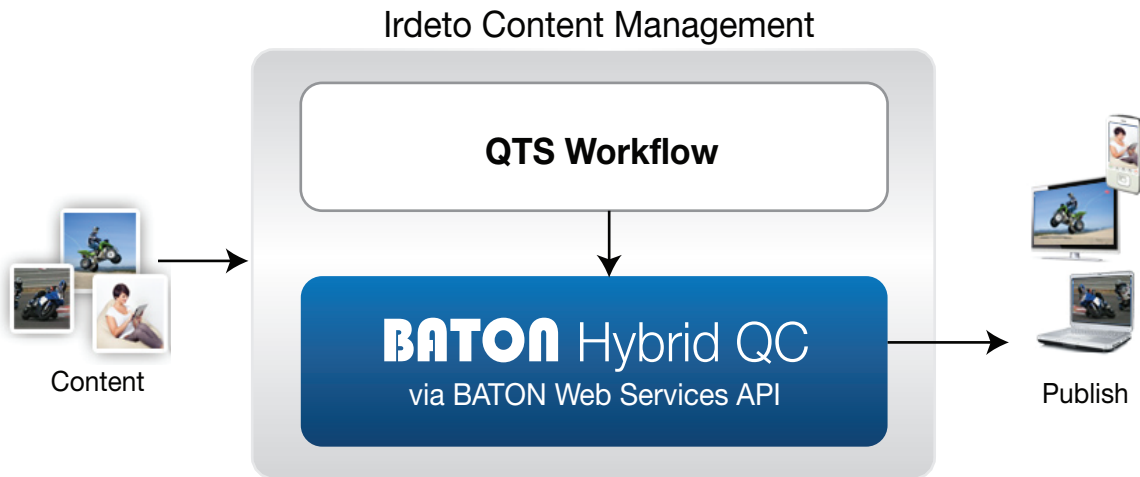
- Leverages Industry-leading BATON QC in Irdeto Transcoding Workflows
- Automates quality checks on media content and minimizes manual QC
- Ensures consistency in content quality across formats and delivery platforms

### Irdeto's MediaManager

**Irdeto's MediaManager**, a highly integrated content management system simplifies and automates the process of creating and managing multi screen broadband services for pay TV operators. An optional Irdeto content management module - Queued Task Service (QTS), automates various content tasks, from segmenting, transcoding, stitching and encryption to distribution using various QTS plug-ins. Tasks are received and scheduled by a QTS Master and carried out by one or more QTS Workers. BATON is integrated with the QTS plug-in architecture to perform manual and automated QC on the content.

### BATON Integration with Irdeto's MediaManager

BATON's integration with Irdeto brings automated QC into video transcoding workflows leading to consistent content quality across media deployment for multiple distribution platforms.



### BATON file-based QC solution integration with Irdeto's MediaManager

#### BATON - Key Features

- A comprehensive ML/AI enabled QC solution, available for Windows
- Hybrid QC platform with a combination of automated & manual QC checks on content
- Supports SD, HD, UHD, 4K Mixed workflows
- Intuitive, simplified and a very user-friendly web-based user interface
- Extensive time code related checks including start TC / discontinuity / GOP / LTC, VITC and more
- Built-in Test Plans for various Standards and Workflows such as DPP, iTunes, Netflix, Cable Labs, ARD\_ZDF, Ingest, Playout and more
- First QC system to support VAST formatted ads
- Supports S3, Spectrum, Azure Blob Storage AMP, Avid Interplay and Google Cloud Servers, HTTP Server, IBM Cloud Object Storage, OpenStack Swift based storage
- Rich reporting features:
  - Multi-language reports in HTML, XML, PDF, Excel and JSON
  - Reports based on analytics, timeline, content structure and thumbnails
  - Incremental reports of tasks in progress
  - Compact reports to analyze verification summary
  - Options to comment, tag, rate and compare reports
  - Configurable e-mail, HTTP alerts including SNMP
- Supports user management & access control
- Comprehensive solution for task scheduling & monitoring
- Support for SOAP, XML-RPC, and REST APIs
- Efficient integration with media servers, transcoders, MAM archiving and workflow solutions through its easy to use web-services based APIs
- Scalable architecture for expansion of the BATON set up as QC needs grow