

## BATON® with NetApp Media Content Management

**BATON's integration with NetApp, which is a media content management solution, helps customers achieve content readiness and consistency across media outlets, such as playout, VOD, mobile, and web.**

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

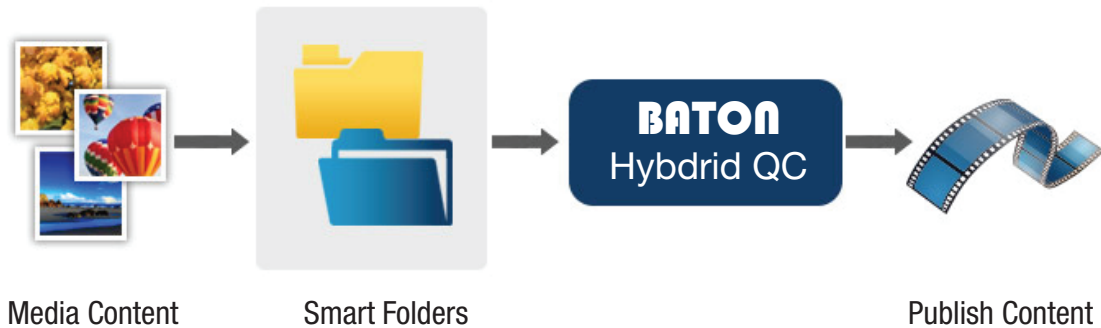
- BATON file based QC solution leveraging NetApp's media content management capabilities
- Ensures content quality across platforms
- Automates quality checks on media content

### **NetApp Media Content Management**

**NetApp** is a scalable and extensible storage system that accelerates media workflows. The NetApp Media Content Management (MCM) solution addresses specific bandwidth and capacity requirements for efficient media workflows and huge digital libraries. NetApp E-series system delivers maximum storage capacity and excellent performance at all stages of media workflow.

### **BATON Integration with NetApp Media Content Management**

BATON ensures content readiness throughout the QC process through integration with NetApp MCM solution. NetApp seamlessly scales the storage system to grow as the media content increases. During the integration, BATON fetches content from smart folders to perform quality analysis. This helps the enterprise customers to achieve content readiness before publishing.



## BATON file-based QC solution integration with NetApp Media Content Management

### 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

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