

## BATON® with SeaChange Universal MediaLibrary (UML)

**Baton File-based QC solution integration with SeaChange Broadcast Storage Solutions helps customers achieve content readiness through better returns from their SeaChange infrastructure.**

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

- **Cost Effective:** BATON file-based QC solution leveraging with SeaChange's Cost-Effective Play-to-Air Storage capabilities
- **Easy Access:** Seamlessly access SeaChange MediaLibrary content and verify in-place
- **Improved Performance:** Increased performance over stand-alone QC tools & streamlined maintenance of the overall system
- Automate quality checks on media content and minimize manual QC

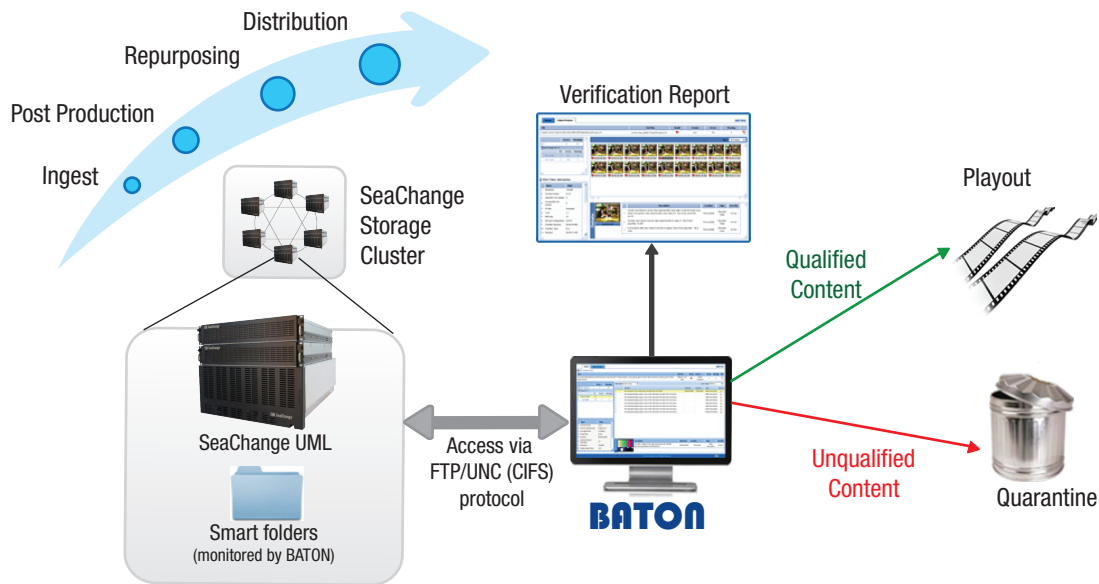
### SeaChange Universal MediaLibrary

The **SeaChange Universal MediaLibrary (UML)** meets the demands for scalable, reliable and multi-format play-to-air storage of today's broadcast operations. Considered as the next-generation IP storage, this enterprise-class server infrastructure offers simple-to-manage, open storage that enables broadcasters to economically deploy and expand their operations.

### BATON Integration with SeaChange Universal MediaLibrary

The integration enables BATON to support efficient content verification for customers using the SeaChange UML infrastructure. BATON can seamlessly access content on these systems using two mechanisms:

- support for content access via FTP protocol functions on UML
- support for content access via UNC (CIFS) protocol. This access mode for shared folders enables in-place verification of media content, resulting in higher throughput and enhancement of the workflow efficiency



## BATOM file-based QC solution integration with SeaChange Universal MediaLibrary

### BATOM - 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:
  - o Multi-language reports in HTML, XML, PDF, Excel and JSON
  - o Reports based on analytics, timeline, content structure and thumbnails
  - o Incremental reports of tasks in progress
  - o Compact reports to analyze verification summary
  - o Options to comment, tag, rate and compare reports
  - o 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 BATOM set up as QC needs grow

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