

BATON® with Sony's Media Backbone Conductor

BATON's integration with Media Backbone Conductor provides an automated solution for media developers, producers and distributors to ensure content readiness across lifecycle stages in an integrated, file-based workflow.

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

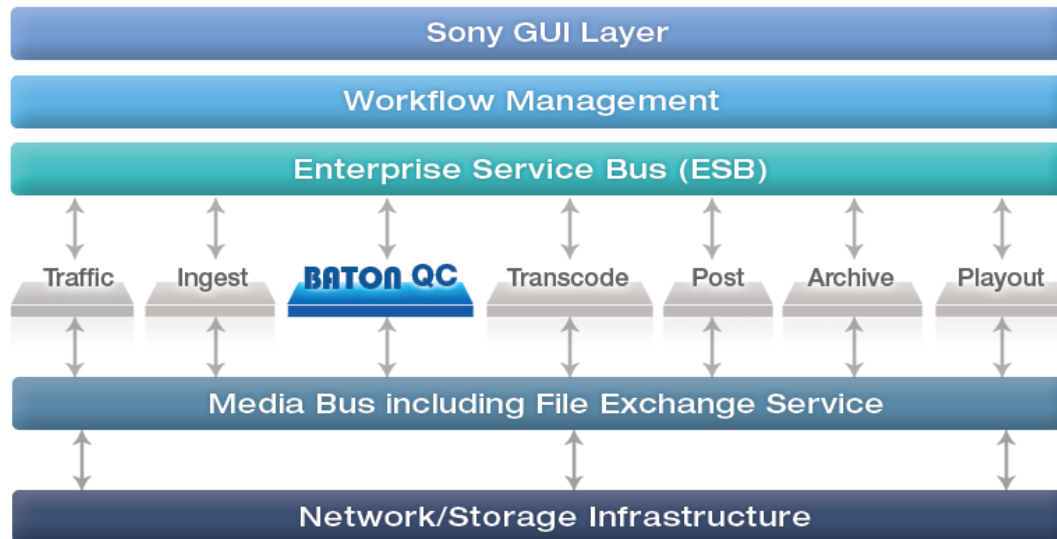
- Seamlessly automates quality checks on media content as it moves through the stages of workflow, with automatic alerts & reporting
- Keeps the integrity of the QC metadata across the content lifecycle
- Provides increased performance over standalone QC tools and enables streamlined maintenance of the overall system

Sony's Media Backbone Conductor

Sony's Media Backbone Conductor (MBC) simplifies and harmonizes the integration of software applications and production platforms in broadcast and post production facilities. It is a key part of Sony's on-going tapeless initiative called Media Backbone and is based on open standard Service Oriented Architecture (SOA). MBC combines the functions of Business Process Management (BPM), Enterprise Application Integration, Business Activity Monitoring and Media Asset Management, coupled with a dedicated Media Bus designed exclusively for media-centric workflows.

BATON Integration with Sony's Media Backbone Conductor

BATON ensures content readiness across enterprise, file-based workflows through its integration with Media Backbone Conductor. This integration helps customers improve operational efficiency and collaboration between workflow processes by including media QC based on customer defined Test Plans that are created and maintained in BATON. The API-based integration is seamless and automates assurance of content quality at various stages in an enterprise workflow.



BATON file-based QC solution integration with Sony's Media Backbone Conductor

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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