

Ten Reasons to Choose DIVApublish *mpx*



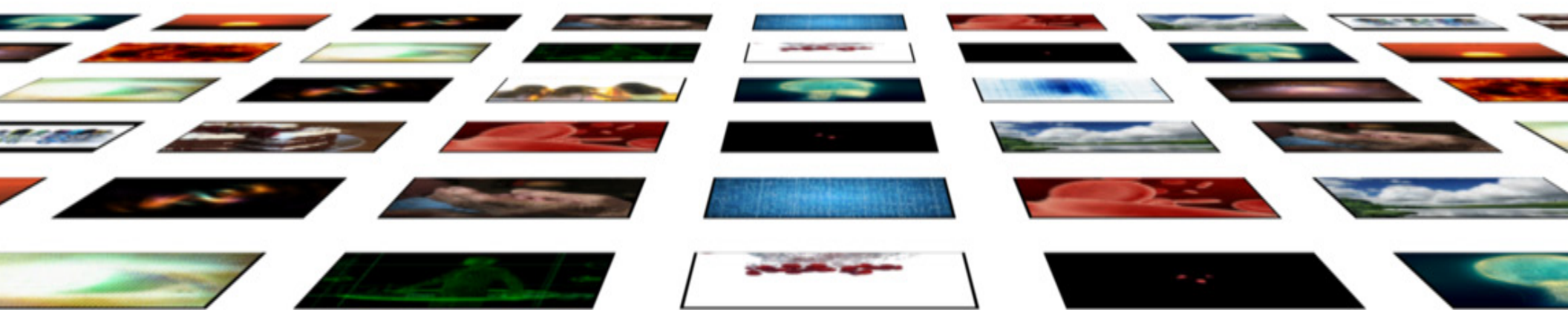
Front Porch Digital's DIVArchive is the global leading CSM system. It's different because it's Open, Active and Connected, and nothing illustrates that better than DIVApublish *mpx* - the capability to extend your digital file based workflow to online communities, seamlessly. This document details ten of the top reasons why we've created something unique that brings considerable value to modern video workflow. If you need an online video publishing solution, make sure that you read this document and see just how good that experience can be.



INTRODUCTION

Front Porch Digital has been developing video management technologies for over a decade, and we've never lost focus of our main goal: giving our customers the most advanced, thorough, and high-quality services that help them migrate, manage and market their video content.

This paper is about why DIVApublish *mpx* is your best choice if you want a flexible system that supports your online video initiatives now and into the future.





ONE SYSTEM, ENDLESS OPTIONS

If you've been evaluating video management system vendors, you know that you have a lot of options. How do you select the right one? Is a one-size-fits-all solution right for you? Or do you need one that adapts to your requirements and doesn't make you change your business model just to get your content online? In today's world, flexibility is key, and for online video, flexibility is determined by adaptable technologies that serve you for the long term. Here's why DIVApublish *mpx* fits the bill.



THE MOST EXPERIENCE ACROSS THE ENTIRE VIDEO SPECTRUM

With customers in every conceivable video scenario, no one has the breadth of experience and depth of expertise that Front Porch Digital offers.

Over the past decade Front Porch Digital has helped the world's leading video companies launch unique, compelling, and value-generating video businesses. In addition our partners have helped organizations build pay-per-view and advertising-supported portals, distribute content to web sites and all types of devices, integrate new technologies, and set up custom workflows. From media migration and storage to the final online player skin, there isn't an aspect of video technology we haven't touched.

Our customers are each unique in their content focus and business model, but with Front Porch Digital's services they are able to implement the precise system they need. They can alter and expand that system as their content libraries grow and evolve, new monetization options arise, their workflows change, or they begin distributing online video to new devices and outlets.

Whatever the need, Front Porch Digital has the tools, processes, and services to deal with our customers' changing requirements.



THE MOST ADAPTABLE INGEST SYSTEM

A dedicated gateway to DIVArchive, your content repository and the heart of digital file based workflow, that automatically and seamlessly delivers content to the DIVApublish *mpx* application in the cloud – the most effective workflow solution in the market.

With our array of flexible ingest solutions you can automate a critical part of your media management workflow and save time and effort with a system that adapts to your existing processes.

The Ingest Service helps you upload, update, and delete your content along with its associated metadata in a variety of ways. It's designed to accept large amounts of content now and support your needs as your content library grows over time. You can use our DIVApublish *mpx* video management system to upload one or many files (and their attendant metadata) into the system using the RMP up-loader.

The Ingest Service constantly monitors for changes, and the Feed Reader, which monitors your feeds, automatically ingests content changes to your account.

It doesn't matter what format your media or metadata is originally in. The Ingest Service uses configurable adapter scripts to convert the metadata into a format that is readable by our system. You don't have to change your workflow to accommodate the process. In addition, the Service supports thePlatform's addContent format, Media RSS (MRSS), XML, .xls, and .csv. Our Professional Services team can help you create adapters specific to your own custom data format; this is a service you won't find offered by other vendors. Custom adapters can be added to the system at any time and are immediately accessible.



UNIQUE PUBLISHING MODEL TO FIT ANY WORKFLOW

Closely coupled to the workflow capabilities of DIVArchive, the world leading CSM product, content can now flow seamlessly to online communities through DIVApublish *mpx*. A customizable console and flexible publishing system for automating common tasks gives our customers unmatched capacity to meet further downstream custom workflow needs.

It's important that content producers and editors are able to do their work efficiently.

DIVApublish *mpx*'s adaptive and responsive video management console lets you customize the user experience on two levels. From the administrative level, you can integrate custom commands, establish content, sharing relationships, set up custom metadata management panels, and build Publish Profiles that automate file management and metadata tasks. From the content editor level, you can customize your views, save shortcuts, and personalize your overall user experience.

To give your team views that are most pertinent to their share of the workflow, you can make minor changes to the default console panels, or create a completely custom set of panels for use within the account. Administrators can change the selection and order of fields within the panels or add and remove entire panels as necessary.

Use custom commands to integrate DIVApublish *mpx* with any number of other web service consoles, including those for reporting systems, content delivery networks (CDNs), social sites, or any third-party service provider. DIVApublish *mpx*'s Publish Profiles automate media file preparation with the end-point in mind. They automate tasks such as file encoding, thumbnail generation, file movement, and preparation of media for distribution to feeds or directly to other outlet accounts.

Every video management scenario has unique workflow and publishing requirements, so DIVApublish *mpx* provides all the tools you need to personalize, customize, and automate your solution.



THE MOST FLEXIBLE VIDEO SYNDICATION PLATFORM

With player syndication, feeds syndication, and media connectors, no other video platform provides the same level of flexibility to get your video to any web site, device, or outlet.

From the beginning, we've been focused on supporting our customers' varied syndication models. We've heavily invested in learning from customer deployments. In the process we have constantly reinvented our system to match the pace of industry changes, and we continue to add new outlets, formats, devices, and integration partners along the way.

DIVApublish *mpx* has the most extensive syndication system in the industry: syndicate your video player to web sites, to mobile and set-top devices, and to social media sites. You can also send your content to any site that accepts a standard XML or MRSS feed. If an outlet requires a custom format, that's not a problem. Our connector service delivers content to a variety of outlets in the right formats and with the right metadata. We have connectors for a variety of destinations, including YouTube, AT&T, iTunes, Yahoo, Boxee, Roku, MySpace, and MSN Video.

With DIVApublish *mpx*'s complete video syndication system you can trust that your video will get to your audience in the right format at the right time.

MONETIZATION OPTIONS FOR ANY BUSINESS MODEL

Support for advertising, pay-per-view, and TV Everywhere monetization models provides the broadest array of tools to succeed in today's world of online video.

However you decide to monetize your content, we can support it. We have integrations with more than 16 advertising and monetization technology and service providers and can support ad-based, subscription-based, and pay-per-view initiatives. Whether you are using a cloud-based payment processor, assigning content usage rights per device, integrating with an internal billing system, or making use of a digital rights management solution, DIVApublish *mpx* can help you succeed.

In addition, Front Porch Digital is a leader in enabling TV Everywhere deployments. We can build authentication adaptors that TV Service Providers and Programming Networks can use to translate the consumer's user credentials into the format required by each authentication system.

In addition, TV Service Providers and Programming Networks can use our content authorization services to apply various types of policies to content in one seamless solution.

No matter how you choose to monetize your content in today's ever-changing video market, DIVApublish *mpx* provides all the tools and support you need.



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THE MOST EVOLVED DEPLOYMENT MODEL FOR HYBRID ENVIRONMENTS

The Remote Media Processor (RMP) provides the most robust and proven system for supporting solutions across geographic and security boundaries.

An important part of supporting how our customers want to work is giving them the best options for processing their media and getting it out into the world. Our customers deal primarily in premium or proprietary content, which is often large and expensive to move around the web. In order to manage and deliver it more efficiently they need a system that can reach behind firewalls and across geographic boundaries. The Remote Media Processor (RMP) runs inside and across any network architecture to handle media file tasks—such as moving, copying, transcoding, and DRM encrypting—over which you want greater control. We have integrations with multiple CDNs and RMP plug-ins for transcoding technologies, security encryption, and fast file transfer services.

With the RMP, you can deploy your broadband video solution across your organization (and the web) in the way that makes the most sense for your individual security and file processing needs.

THE MOST EXTENSIBLE PLAYER DEVELOPMENT KIT

DIVApublish *mpx's* professionally managed and supported Player Development Kit allows you to customize more elements of your video player than any other player kit.

The Player Development Kit (PDK) gives you everything you need to build your own unique broadband video player. Completely documented and fully customizable, the PDK helps you showcase your content and create a compelling experience for your audience. With some basic HTML and CSS skills, you can easily customize our templates to build players for your site or for distribution.

If you know Adobe Flash, you can customize almost every element of the player, including the skin, buttons, and layout.

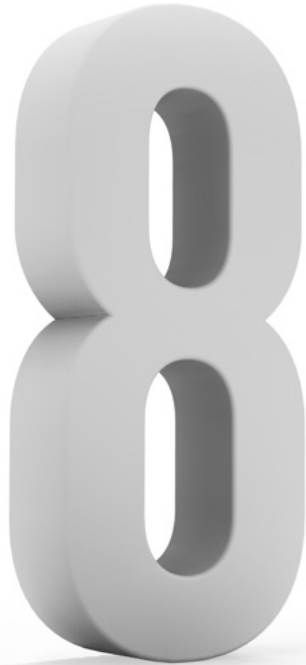
With so many customization options, the PDK lets you build the right player for any web site or device.

When your video gets viewed, you can let your audience help you send it further. With our community features, they can share to more social media sites, including Facebook, MySpace, Twitter, Digg, Reddit, StumbleUpon, Delicious, Windows Live, Yahoo! Buzz, and VodPod.

The PDK is format- and CDN-agnostic and chooses the best content for your user's environment, whether it's HTML5 or Flash. It's professionally managed and fully supported by extensive documentation, robust technical account management expertise, and an enduring commitment to providing the most complete player development environment on the market.

Your professional content deserves a feature-rich and mature player experience to go along with it, and the PDK delivers.





MORE INTEGRATION OPTIONS WITH THE MPX DEV KIT

Our DIVApublish *mpx* Dev Kit's detailed APIs empower customers with deep access to all of our major underlying services. We've had an open system from the beginning, and we give you comprehensive access to our system's back end. Our DIVApublish *mpx* Dev Kit's REST-based application programming interfaces (APIs) help you customize any aspect of the video publishing life cycle to fit your requirements. You can simply add new tools as you need them. For example, using APIs, you can import content and metadata automatically to and from a digital asset management system, manage consumers in a customer resource management system, and publish video to players, feeds, or other outlets using another content management system. You can also build custom ingest adapters with Groovy scripts and/or easily connect to our services with Java clients.

It's all about staying flexible so that you have the tools you need to get your video out there, attract a larger audience, and gain additional revenue from your broadband video.

A STANDARDS-BASED APPROACH TO VIDEO MANAGEMENT

Our commitment to standard application development interfaces and open data formats gives you the most flexible toolset in the industry. Front Porch Digital is committed to providing options across the online video environment. When we designed our data model, we made sure it would accommodate the needs of developers working in a wide variety of technologies, organizations, and content categories. Because every customer has distinct integration needs and requires different sets of services and commands, we've removed integration headaches by standardizing our platform with open application programming interfaces (APIs) and flexible content formats.

Our APIs are REST-based and provide extensive access to all of our main services. REST APIs are a more flexible, less bandwidth intensive, and more secure method of communicating with an online service. With a basic understanding of HTTP and XML, anyone can start building REST APIs and integrating with any number of existing web technologies using simple yet powerful POST, GET, and DELETE commands.

We also apply the standards-based approach to the way we do feeds and ingest adapters. Our feeds are available in multiple open formats, and can be delivered in MRSS, JSON, and Atom. For ingest, you can write a Groovy script adapter to ingest content into our system, whereupon we can deliver it in any of our standardized feeds.



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HIGHEST LEVEL OF EXPERTISE IN CUSTOMER SERVICE

With 24/7 support, dedicated account managers, solutions architects, and professional services, Front Porch Digital provides unparalleled expertise across all aspects of broadband video management.

The quality of our support and professional services reflects basic tenants of our development philosophy, including our commitment to accommodating and adapting to change, approaching problems creatively, and collaborating with others to accomplish the customer's goals.

Our premium technical support services are available to all customers; you don't pay extra for 24/7 support. Our programmer-level technicians are there for you throughout the life cycle of your business. And you can always turn to our thorough documentation for sample code and fully documented APIs.

CONCLUSION

So there you have it. Whichever video management and publishing solution is right for you, it's going to arise from services that adapt to your needs now and into the future. We've built our products from the ground up to serve this purpose. You'll see the results of our development philosophy in our ability to adapt to a fast-moving market, improve our services, and integrate emerging tools that your business requires to gain a competitive advantage.

Find out more about how we can assemble the technologies that can meet your objectives. Visit fpdigital.com.





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FRONT PORCH DIGITAL

Solutions for the past, present, and future of media

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