Telos Alliance®

# Automating the Media Supply Chain

In the ever-evolving media landscape, content owners are constantly seeking ways to monetize their assets. While the desire to generate revenue is a given, the process of preparing and distributing content across multiple platforms and geographies presents significant challenges.

The first step in this endeavor is content identification. **Content** can range from fully delivered episodes or series to sports content, historical news archival footage, and more. Whether it's material still on tapes or content ingested a decade ago, understanding its format, potential errors, and necessary processing is crucial.

**File-based** or **"canned" content** also requires identification and potential reformatting. While it often comes with more metadata, it may necessitate versioning for different time slots or editing for specific audiences.

Archived content offers significant monetization opportunities, and automated workflows play a key role here as well. By automating metadata tagging and content analysis, it is easier to locate and repurpose relevant footage. However, archived content often requires additional steps to meet modern standards. Upconverting video to higher resolutions, enhancing audio, and restoring content to remove artifacts are common requirements. The industry's shift towards immersive audio adds complexity to content preparation. Delivering content in formats like AC-4 and MPEG-H requires upgrading delivery infrastructure and utilizing authoring tools to create immersive experiences. Of course all while maintaining original audio.

Integrating the necessary tools for content repurposing into existing **Media Asset Management (MAM) systems** can be challenging but achievable. Adapting workflows and leveraging development services can enable automation and streamline the process.

The volume of content and the need for multi-platform distribution significantly impact workflow strategies. The ability to deliver diverse content formats, including multiple languages and captions, is crucial for success. Automated workflows and machine learning tools are instrumental in achieving these goals.

While **automated workflows and AI** hold immense promise, their full potential is still unfolding. Content owners are exploring their capabilities for metadata enrichment and content enhancement. However, concerns about cost, GPU availability, and the ability of automated workflows to address subtle content aspects remain.

As viewers demand higher quality experiences and viewing devices become more sophisticated, the pressure on content creators and distributors to deliver premium content increases. Balancing the cost of errors and potential audience churn with the investment in automated quality control tools is an ongoing challenge.

**Telos Alliance** addresses these challenges by offering solutions like **AudioTools Server**, which enhances audio and integrates with existing MAM systems. The company also implements automated workflow technologies for content enhancement and provides immersive audio authoring solutions.

In summary, maximizing content profitability requires a multi-faceted approach. Content owners should focus on identifying their assets, understanding necessary processing steps, and enriching metadata. Embracing automated workflows and ML tools, automating workflows, and adapting to evolving viewer demands are essential for success in the dynamic media landscape.

## For more information on AudioTools Server:

**AudioTools Server** 〉