



# FlipFactory®

## AUTOMATING METADATA GENERATION WITH METAFLIP™

MEDIA PRODUCTION FOR VOD & CONTENT AGGREGATORS  
iTUNES ■ VOD ■ GOOGLE VIDEO  
REAL MEDIA PLATFORM ■ OTHERS

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# Synopsis

Media content owners are strongly interested in re-purposing their content to increase revenue. Opportunities include publication for the Video-On-Demand (VOD) market via broadband, and on the Internet at content-aggregator publishing points including iTunes and Google, for widest distribution to digital media consumers.

VOD and content-aggregator publication requirements include strict adherence to media specifications, delivery to distributed or centralized media storage systems, including simultaneous XML-based metadata generation, validation, and delivery to automate marketing of your media via RSS feeds and Web pages.

You can meet these complex requirements effectively and profitably by utilizing FlipFactory® with MetaFlip™ to create custom workflows that transcode and publish media and metadata in parallel.

## **FlipFactory Automates Parallel Media & Metadata Production, Transcoding and Delivery**

FlipFactory is the leading choice of the media and entertainment industry for flexible monitoring, transcoding, and delivery systems, with features that are critical to automated, high-performance, on-time media production. FlipFactory can be configured to process media via monitors from over 30 different media and file servers.

You can create custom workflows with multiple factories to automatically transcode separate versions with different aspect ratios, bit rates, and resolutions, in over 40 different media formats using over 200 different codecs, then deliver the products to over 30 different media server/system types or vendors via FTP (push or pull), HTTP (pull), NFS, SMB, and Windows Networking.

With MetaFlip, you can also enable parallel metadata production, using pre-built templates and style-sheets with optional metadata editing, including automated metadata delivery.

FlipFactory with MetaFlip can be configured to deliver specifically-formatted metadata in XML documents generated from pre-built XML templates (ours or yours) directly to aggregators – either distributed (consumer links to your media servers) or centralized (their Web or FTP server).

FlipFactory with MetaFlip can also be customized to produce and deliver special metadata labels on a per-media file basis. For example, you can supply a specific playback/trim label, unique string labels, timecode labels, and other media-specific metadata unique to your application.

FlipFactory empowers media owners to create scalable set-it-and-forget-it workflow solutions to meet major publication requirements for delivering media and metadata to VOD vendors and content and aggregators.

## *What is MetaFlip?*

MetaFlip is an optional, licensed feature of FlipFactory that automatically produces vendor-compliant metadata files in parallel with media transcoding, to meet the data and media requirements of your target VOD vendor or content aggregator. MetaFlip adds template-driven, file-based XML-compliant metadata production to new or existing media workflows.

MetaFlip provides a metadata monitor for local or network job submission, special metadata processors for transforming metadata during input and output, including dynamically-generated data entry and editing forms.

*FlipFactory workflows can be customized and enhanced to meet your specific metadata ingest, transcode, and delivery requirements, using these powerful features of MetaFlip:*

**Transform Metadata from XML and Other Sources.** MetaFlip ingests XML files containing metadata, and translates them to simultaneously create one or more output metadata files in parallel with their corresponding video files. Using the FlipFactory SDK, you can extend FlipFactory with MetaFlip to ingest metadata from any source, file, or system.

**Produce Standard-compliant XML or Custom Formats.** MetaFlip provides an open metadata platform utilizing XSL with XML to produce unlimited metadata file formats. MetaFlip provides pre-built, plug-and-play XML and XSL document sets for RSS feeds, iTunes, and a comprehensive set of VOD XML formats. Other formats are available. Please contact Telestream for details. You can also develop your own stylesheets to produce exactly the format you require.

**Perform Data Entry & Validation via Automatic Forms.** MetaFlip allows you to optionally display a metadata-entry form to operators during job processing. Use this form to easily perform data entry and validation for each job in your FlipFactory workflow. Default values, drop-down options, buttons and entry fields make entry easy. New forms for custom XML documents can be configured by your FlipFactory administrator.

**Generate Data in a Single Pass.** Single-source data can be transformed into multiple output files, each with unique format and delivery specifications.

**Deliver Data in Parallel with Video.** Using FlipFactory's built-in delivery services, your auto-generated metadata files are delivered simultaneously with the video files through industry-standard protocols, directly to content aggregator systems.

## *How MetaFlip Works*

MetaFlip provides content owners with a set of XML resources for each target publisher. Each set includes an XML template, a schema document, and a stylesheet. These XML sets make it easy

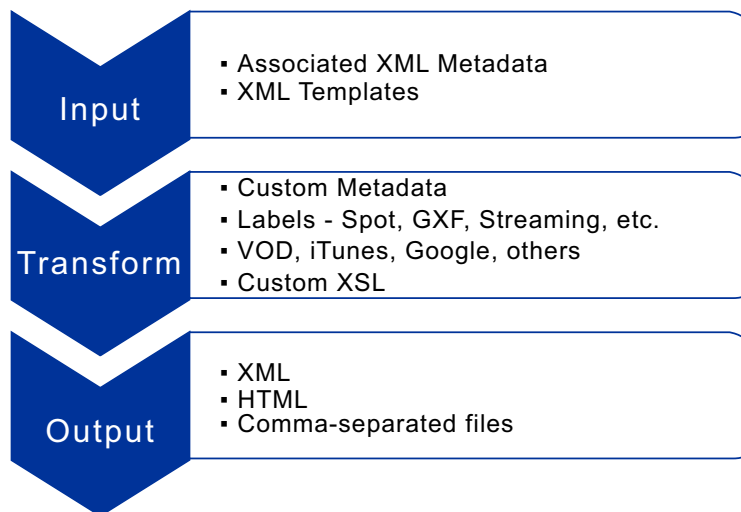
to transform and produce compliant XML along with your media for major vendors. You can also create new sets, or use vendor-supplied sets from other publishers.

Each template is pre-formatted with default or sample data, and is typically supplied or specified by the publisher. The schema document is used to automatically validate the XML document you're publishing prior to delivery to ensure accuracy and avoid post-publication distribution problems. The stylesheet contains the rules for auto-generating XML documents. The stylesheet uses the XML template and schema document, along with your custom data (supplied in the XML template and optionally, edited or added in the editor form during processing) to produce a fully-compliant XML document for delivery with the associated media.

## The Metadata Transformation Process

Transforming (often referred to as *flipping*) metadata is performed in parallel with media production.

Figure 1. Metadata Transform Process



With MetaFlip, you can control how your metadata is ingested, transformed, output and delivered to each publication point. You enable and customize metadata flipping with MetaFlip by making minor modifications to your current media workflow in FlipFactory. These modifications are made by changing the configuration of your current factories in FlipFactory.

## MetaFlip – a Comprehensive, Scalable Metadata Generation Solution

Now, you can employ FlipFactory's out-of-the-box metadata solutions or highly-customizable options to flexibly add metadata in formats required by aggregators, self-publishers/distributors, operators to deliver fully-compliant content from the same input to a wide variety of publishers for distribution to important VOD and Internet markets for modern digital content consumers.

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## Contacting Telestream

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