



A+E Networks UK & Encompass

Case Study

Encompass has maintained a solid relationship with A+E Networks for many years. Today, A+E entrusts Encompass with the transmission, playout, post production, asset management, fibre transport, uplink, disaster recovery and digital services for their valuable content. Due to Encompass' past performance with A+E, the companies continue to collaborate to deliver a VOD solution in EMEA for A+E UK.

A+E NETWORKS™

 **ENCOMPASS**

A+E Networks UK's Objectives

- **Simplify the VOD workflow** and remove internal workload which would allow A+E to concentrate more on core business functions
- Partner with a company that provides a technical services solution that would **deliver VOD assets to multiple platforms** therefore enabling A+E to focus on commercial agreements and scheduling
- **Improve efficiencies** through a shared infrastructure
- **Launch new platforms** and features faster

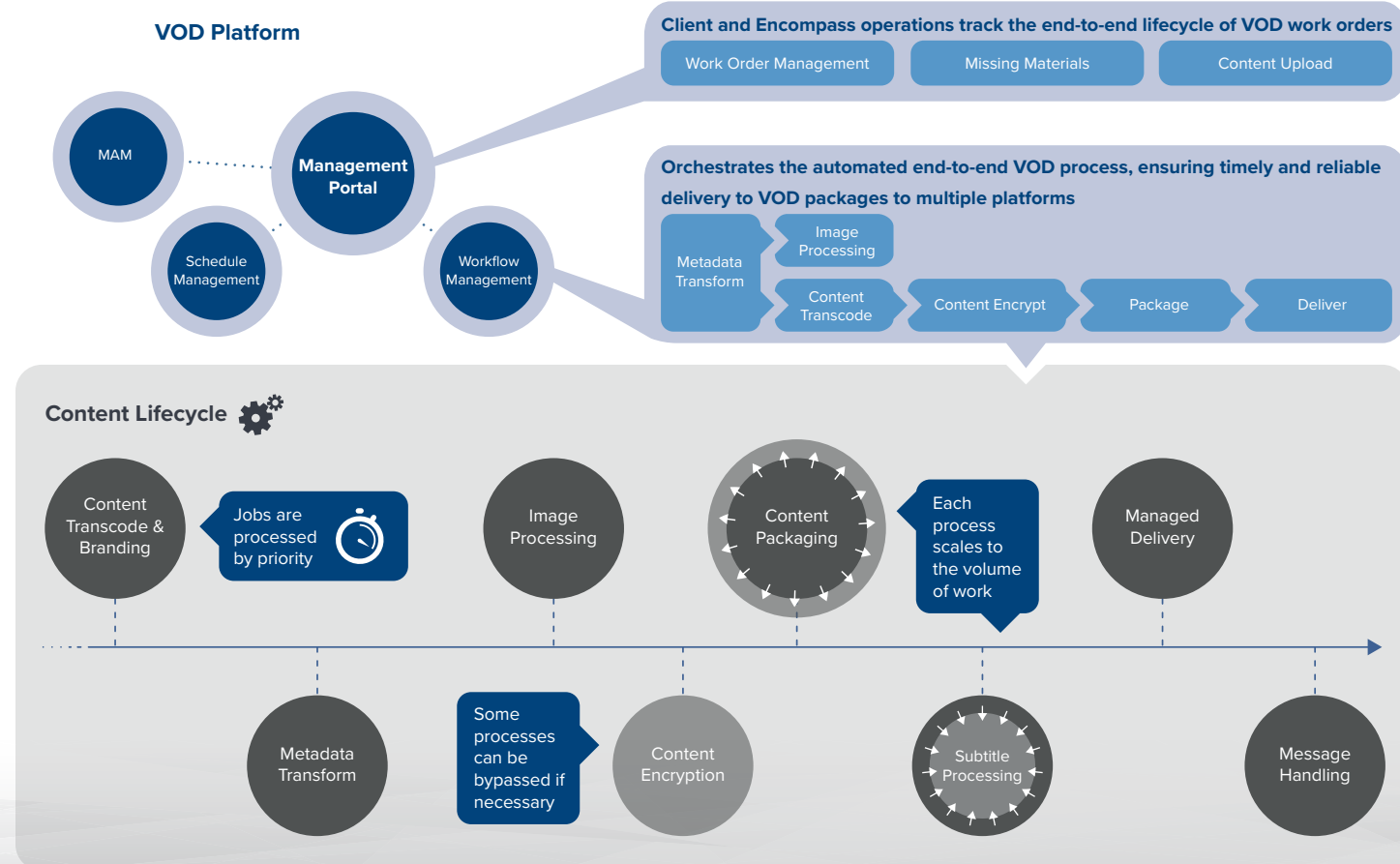
Encompass Solution

Encompass understands the multitude of challenges that media companies face when entering into the diverse VOD ecosystem. Encompass was able to utilize its VOD solution to support A+E's diverse workflow requirements while leveraging the numerous existing integrations and on-boarded platforms. With Encompass' web-based management portal, A+E is able to track work orders seamlessly through the system, and simplify the delivery of multiple audio and subtitle languages in different technical specs to numerous platforms, which reduces costs and increases speed to market.

Encompass' VOD solution is a modular and highly configurable system comprised of the following core components:

- Media asset management (MAM)
- Schedule and metadata management
- VOD specific workflow orchestration
- Best-of-breed content processing
- Management and monitoring portal

Encompass' VOD Platform

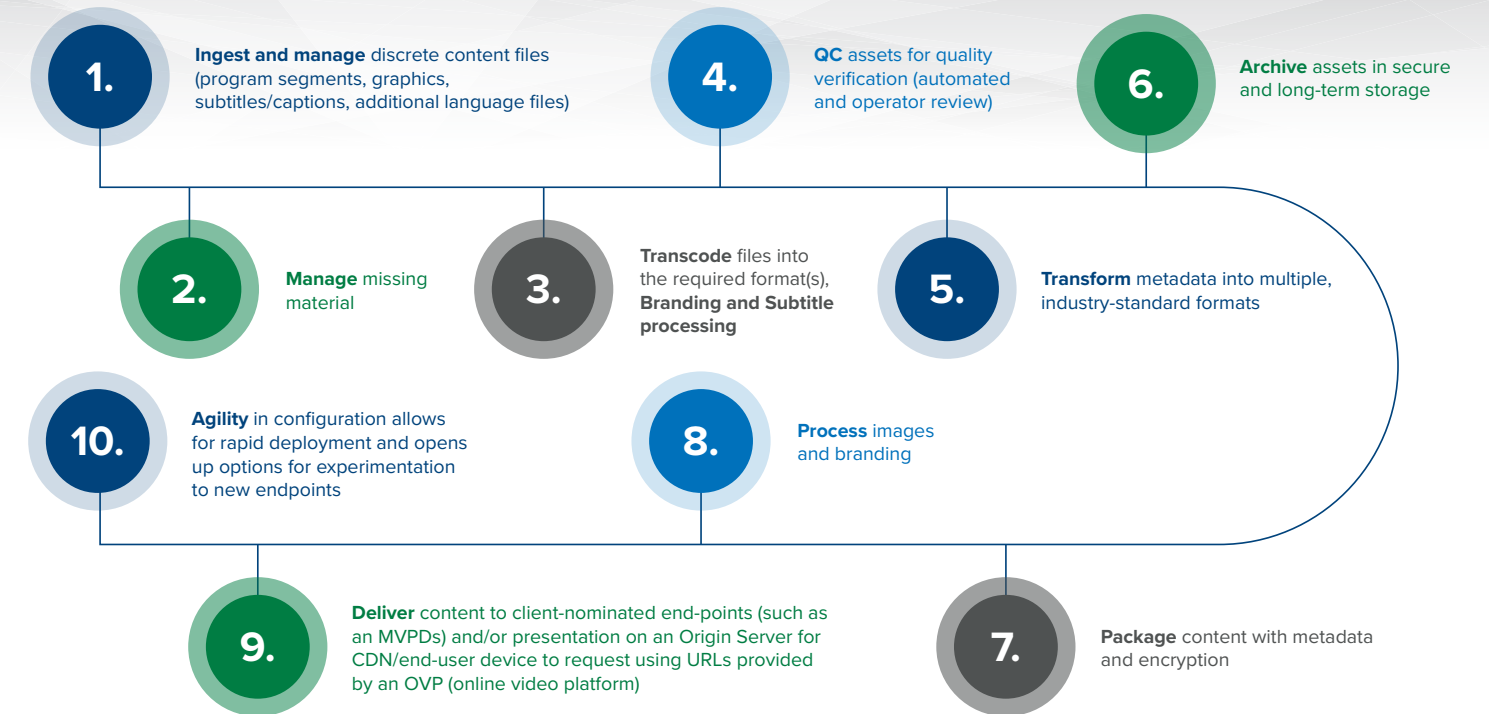


Client Challenges

To meet the objectives, Encompass had to resolve the following challenges:

- **Increasingly complex environment** – Onboarding new platforms and the complex workflows associated with delivering to platforms that have different requirements and technical specs
- **Scalability** – Previous solution did not scale and it became more cost effective and efficient to outsource the work, as they did not have the capex commitment for a transcoding farm and new ops staff

Bringing these components together provides a complete platform offering, with the following features:



The platform's modularity enables **content and metadata capture in any format**, processes it to the exact requirements of the intended recipient and delivers it efficiently and effectively to the required destination.

Encompass provides A+E the ability to handle metadata and content in the existing form. This minimizes the impact to A+E's internal workflows while still providing their customers with a tailored set of deliverables. In addition, Encompass has integrated an A+E staff member to assist managing a number of manual processes in the content delivery workflow which keeps A+E focused on their core business functions.

Key to A+E's success was the ability to monetize their assets quickly. Encompass' highly agile solution supports A+E's rapid monetization requirements as they continue to bring more platforms online.

Standardization, Repeatability and Experience are Keys to Success

Encompass uses a structured approach to deploy new VOD services which starts with gathering the detailed requirements from both the platform and the content provider. A team of highly experienced VOD engineers creates the required workflows to achieve the most efficient delivery path for metadata and content.

Encompass continues to work with A+E to develop its VOD system, and as new requirements arise, these are merged into the core solution for the benefit of future platform deliveries. Encompass and A+E work in tight collaboration which actively drives Encompass' product forward, and the two companies continue to work together on new and exciting opportunities in this space.

Client Result

Encompass' solution has helped **reduce cost, saved time and improved quality**. Since the launch of the VOD services, A+E has been able to decrease its operating costs, gain a team of technical experts and increase overall quality of VOD assets. Encompass is able to solve their complex onboarding issues which reduces the time it takes to deliver to new platforms.

“We've had a positive experience with the entire Encompass team and the VOD services that they provide. Encompass' personnel are professional, dedicated and helpful. They offer invaluable expertise in delivery to digital platforms across our territory.”

Jan-Hendrik Hein
Director of Media Operations,
A+E Networks UK

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