

Rich Content Director

Enterprise Video Content Management and Delivery



Rich Content Director is a powerful, easy-to-use, web-based Content Management System (CMS), providing full control over video content you want available to your Mobile and Desktop customers. Rich Content Director receives video content from 3rd party providers, manages the video encoding process, and can then automatically categorise and publish the content to your mobile or web portal, ready for customers to stream and download.



Rich Content Director produces template web pages with descriptive information about the video content that can be published automatically to your web or mobile download sites. The platform is also customisable to cater for varying business requirements.

Step 1 Content Ingestion

Rich Content Director receives video content from third party providers via FTP. Content can also be manually created by internal users via the user interface.

Step 2 Video Encoding

After approval, Rich Content Director encodes video based on predefined and optimised encoding profiles.

Step 3 Categorisation

Content is categorised into the appropriate pages within the portal. Video can be linked from multiple categories or pages. Advanced categorisation policies allow for flexible categorisation control.

Step 4 Portal Publishing

Rich Content Director will publish the video file to the stream and/or download servers, and then create the portal pages.

Step 5 Final Approval

The video clip is now available in a full pre-production environment where it can be verified. Once approved Rich Content Director will publish the content.

Step 6 Trust the Results

Sleep easy knowing that the solution is fully clustered and redundant, built on trusted enterprise components.

Steps 1 – 6 Full Automation

For trusted third parties, configure Rich Content Director to perform the entire process automatically utilising extensive categorisation policies.

Features

- Completely web based user interface (easy 24/7 remote access)
- Fully automated video ingestion for trusted video providers
- Publishing work flow
- Simple user interface, masking system complexity
- Full item versioning
- Templated pages (including XML/HTML) for publishing to customer portal (web/mobile)
- Integration with our Stream & Download Platform or third party video platform
- Media server file management
- Prioritised and automated video encoding
- Configurable system defaults and provider defaults
- Email notifications (template based)
- Can manage pre-production environments as part of workflow
- Billing system integration
- Built in page previews (optional)
- Highly available (clustered), secure architecture
- Multiple portal support
- RSS syndication
- Pre-production preview environment
- User and role-based security
- Unix/Linux ■ Java/J2EE ■ JBoss ■ Oracle/Mysql



Rich Content Director has been designed and built from the ground up to make content publishing as easy as possible, whilst still providing many advanced features. The core design principles in action have been simplicity for the users, and function and flexibility of the system.

Rich Content Director operates as a standalone specialist content management system, and can integrate with any content providers, portals, and video delivery platforms. It can also be effortlessly integrated with our Stream & Download Platform to provide content delivery right to the mobile handset or desktop.



Improve your organisation's efficiency and effectiveness in the management and delivery of video content to your clients: employ Rich Content Director and capitalise on improved workflow, video content management and delivery.

