MediaHub

Management, orchestration and delivery of your live and file-based video workflows

Industry Challenges / Need

MediaHub is a cloud-native video processing, orchestration and delivery platform for live and file-based video, allowing broadcasters to take advantage of the flexibility, scale and processing power of a global media-optimised cloud and edge video delivery platform; for the orchestration and delivery of video to any platform or device globally.

Exploring Alternatives

Choices for broadcast & web video processing platforms have usually fallen between buying and implementing a Capex-heavy, bespoke IT system, or utilising off the shelf solutions that often need further development for integration with enterprise workflows, this can mean high start-up costs and long delivery lead times. Whilst cloud-native options are available, they are limited to the technical capabilities and commercial models of the underlying public cloud infrastructure, which can mean inflexible architectures and high video egress costs.
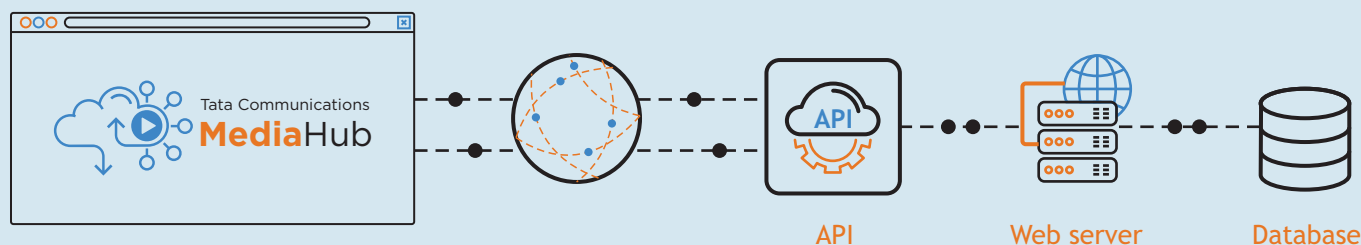
Our Solution

Tata Communications offers an alternative that delivers a truly global, cloud-native model and provides a scalable approach for the delivery of content to a wide range of users and devices. MediaHub leverages the capabilities of the Tata Communications Media Cloud & Edge platform for easy video acquisition and distribution and has been expanded to incorporate SRT, RIST and RTMP ingest and delivery.

How We Do It

MediaHub can aggregate both live and file-based video from a wide variety of sources and dynamically repurpose the video for multi-platform distribution. This capability enables us to take feeds from any location and perform video, audio and ancillary data processing and transcoding at scale, to any given format or a blend of multi bit-rates; as well as the ability to repackage video to a range of standards for broadcast, internet and OTT distribution encompassing native support for delivery in SRT, RIST, HLS and DASH.

MediaHub enables:

- Aggregate live and file-based video workflows within a 'single pane of glass'
- Creation and visualization of broadcast, internet, and OTT video workflows
- Distribution of live and file-based video globally to any platform and in any format
- Open architecture with REST APIs for easy integration with external systems
- Easy ingest of media files leveraging the wider capabilities of Tata Communications' global network, ingest large media archives easily – from wherever the location.
- Cloud-native, API rich and integrated with the latest video technologies
- Full video toolset including live ingest and recording, asset clipping, publishing to social media as well as tag generation
- Extensive metadata generation comprising of ingest, technical and descriptive metadata – allowing for easy cataloguing and retrieval of media.
- 'One-click' and automated transcoding workflows allowing for HLS / MPEG-DASH publishing
- Powerful collaborative review capabilities, allowing real-time publishing workflows for wider teams
- Powerful administration and role-based access controls (RBAC)
- Management of a multitude of storage layers
- Precision access to your video
- Powerful search options allowing for easy identification

API   Web server   Database

The Tata Communications Advantage

As a trusted industry partner in media services, we enable a number of advantages for flexible video processing and delivery. Our integrated model allows you to scale as your business demands and lets you take advantage of only the services that you need. Advantages include:

Launching new video services globally while managing costs: Our simple & attractive commercial model allows you to best align your revenue to cost and prevent unnecessary expenditure from becoming a roadblock to launching new services and implementing new revenue streams.

A single vendor to manage: Tata Communications brings to the table a comprehensive network + cloud infrastructure workflow thus providing an SLA wrapper on the overall solution, not individual components. We provide you a 99.99% service within a constantly changing environment. Our service gives you the distinct advantage of being backed up by the world's largest video network.

Fully managed E2E service support: In the world of off-the-shelf cloud solutions, we pride ourselves in working with our customers to provide a custom designed solution for their needs. Moreover, our 24x7 Media Services Operations Centre takes away the monitoring (on the video level) and management burden from customers.

Customers Who Have Benefitted from Our Solutions