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SIENNA / Active Logging for Fast Turnaround Video On Demand

Feb 1st 2012, London, UK : SIENNA introduces a revolutionary new concept in media preparation for Video on Demand. The Active Logging workflow delivers a real time mechanism for translating fast turnaround events, such as Live TV, into edited, processed and encoded VOD streams in record time, ready for random access replay through catch-up services as little as 30 seconds after the end of a 2 hour live show **including** encoding time... Think that's impossible ? think again.

The Sienna Active Logging system performs multiple tasks in real time, all at the same time. Recording, Active Logging (performance editing), and playout to the real time media encoder all happen during the original live program, and where material is removed (eg commercials), the whole process can be synchronized to conclude very shortly after the end of the show being recorded uploaded onto VOD systems and ready for consumers. This ultra fast turnaround unlocking a previously inaccessible VOD replay advertising window immediately after a popular live show

Sienna Active Logging allows the operator to remove content such as commercials, competitions or content not licensed for VOD replay. Simply using an incredibly responsive and intuitive Jog Shuttle controller, the operator can also cover content such as call-in voting phone numbers with alpha keyed CGs, position a bug over visual profanity, and mute audio.

Using the companion metadata entry palette running on a touchscreen iPad, the operator can also inject valuable real time metadata. All edits, metadata and other real time information is published to a timed XML manifest which accompanies the encoded finished product. VOD systems can use this rich metadata to drive ad-insertion at the original commercial breaks, as well as parallel second screen synchronized advertising, and content metadata can be fed into search engines.

Whilst Active Logging has been developed specifically for Live TV VOD, the novel log-editing model makes it suitable for any application where a long recording must be 'cut down' with the option of superimposing CGs driving an encoder **during** the editing process, so the entire encoding job is complete soon after the recording ends, instead of just beginning the encoding when the editing ends.

The SIENNA Active Logging system will be shown publicly for the first time at BVE2012, at the Root6 booth G30 and will also be presented at a special seminar at the event on Tuesday 14th Feb.

For full information on the SIENNA digital media infrastructure for news, sports and multi-cam production, as well as broadband/TV convergence products such as Active Logging. visit the SIENNA Web site at www.sienna.tv

About Sienna

Sienna is a product of Gallery / IEC, the world's most experienced and established developer of QuickTime based tools for TV broadcast. Founded in 1991 Gallery has been developing QuickTime based products since QT version 1.0 in the early 90's. The products are marketed in over forty countries worldwide through a distribution network of approved SIENNA Systems Integrators. For more information, visit www.sienna.tv

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