

*Unique, highly flexible system to manage metadata, supplemental files, content creation, packaging and delivery to non-linear platforms*



*Fully automated end-to-end workflows driven by business & asset metadata and platform configuration, managed by exception...*

## What Is XEN:Optima...

**XEN:Optima** currently manages and guarantees the delivery of non-linear packages to 40+ individual platforms encompassing all VOD types, TVE and EST including the complex iTunes Film & TV.

**XEN:Optima** is extremely cost-effective and unique in the media marketplace. It is recently extended to cover delivery of content and packages to meet the delivery requirements for international sales and languaging.

**XEN:Optima** offers:

- Centralised Metadata Repository with guaranteed validation
- Centralised Supplemental File Repository; upload feature
- Configuration driven UI and workflows
- Self-managing workflows for each individual platform and delivery
- Generic content creation, packaging and delivery workflows, driven by metadata
- Tightly integrated into business, asset management, QC, transcode / conform and file delivery systems
- Maximised use of technical resources and minimal involvement from users
- Fast on-boarding of new platforms

## XEN:Optima Features

- Dashboard view for full visibility of status and workflow progress
- Extensible, hierarchical metadata schema with business, asset and file metadata
- Supports multi-language, multi-territory and complex metadata relationships
- Comprehensive validation tailored for each platform delivery; on screen tool tips
- Automated content creation workflow driven by business and asset metadata
- Management and validation of Artwork and all supplemental files required
- Rich API integration to multiple vendors for Asset Management, QC checks, content creation, subtitle and closed captions, encryption, storage and publish
- Support for CableLabs specification
- Secure API for integration to client business systems
- Flexible, prioritised workflow control
- Workflow view; comprehensive logging & audit
- Configuration driven platform management / workflows
- Configuration driven views per platform, per client
- Comprehensive and flexible user / system reporting
- User managed configuration, views and validation rules
- Multi-tenanted feature set

*Increase and generate new revenue streams with minimal spend and a guarantee of quality*



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**Centralised Metadata, Artwork and File Repository; multi-territory, multi-language**



## XEN:Optima API Integrations

The cornerstone of the XEN:Optima automation is the degree to which it is tightly integrated within existing technical systems. All system integration is via published APIs, although other approaches are also supported;

- Telestream Vantage
- Numerous DAM / MAM systems
- DRM and Encryption systems
- Screen MediaMate
- Automated QC systems
- IBM Aspera and Faspex file delivery
- File delivery via FTP, sFTP, FTPs

## Technical Overview

- Open, license free technical components
- REST and SOAP API integration
- MySQL, C#, Java, Node backend, AngularJS, HTML and CSS front-end
- Common browsers supported

XEN:Optima can be locally installed at a client site or as a secure Amazon Cloud Service option.

## The XEN:Optima Benefits

- Provides a single, definitive, consistent source of metadata; enter metadata once and exploit many times
- Validation guarantees accuracy of metadata on delivery to specific distribution points
- Reduced manual duplication of data entry and minimised use of Excel spreadsheets
- Provides a solution to manage all non-linear supplemental material
- Management by exception
- Significantly streamlined business processes and delivery timelines
- Increased and newly generated revenue streams with reduced operating costs
- Guarantee of quality
- 24x7 availability from any approved device type
- Ownership and control of metadata and content distribution
- Branded portal for external production companies and suppliers to upload contractual and business metadata and files

## Contact Us

Contact us today at [xenoptima@three-media.tv](mailto:xenoptima@three-media.tv) to arrange for an on-site or online presentation

***Efficient, rapid and economic on-boarding of new platforms and new incoming formats / integrations***

XEN:Optima currently supports delivery to the following platforms:

*Amazon, Astro, Boxer, Canal Digital, Com Hem, Comcast, Digiturk, DSmart, GET, Google Play, Hulu, iTunes Concert Film, iTunes Film, iTunes TV, KPN, Maxdome Film, Maxdome TV, Mediaset, Multichoice, NC+, Netflix Film, Netflix TV, OSN, Polsat, Romtelekom, Sony Film, Sony TV, StarHub, Telecom Italia, Telekom Malaysia, Telenet, TNET, UPC NL, UPC Poland, Vectra, Vodafone Iceland, Xbox Movie, Xbox TV, YouTube Film, YouTube TV, Ziggo...*

...with more being added all the time!

