



## THREE MEDIA ASSOCIATES

### PRESS RELEASES

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### **Three Media Associates presents enhanced software and cloud suite proven to radically reduce costs and generate competitive edge**

IBC2013 Three Media Associates, with the launch of its integrated product set XEN:Suite at IBC, is demonstrating how it is delivering order, and resource- and cost-efficiency across all types of media platforms. Broadcasters and service providers are able to enjoy significantly improved speed to market, as well as cost and efficiency gains of up to 80% with the re-engineered and enhanced enterprise-class offering. XEN:Suite is also deployed in the cloud delivering even greater flexibility and cost-effectiveness to customers, with either contract or PAYG terms on offer.

The greatest challenge companies in the industry face today is to how to significantly reduce overheads with the additional pressure of generating new sustainable revenue streams based on automated metadata driven, business processes, says Dave Headdon, Director, Three Media Associates. Gradual 5% improvements will not cut it now. Companies need radical 40%, 60% and 80% gains and they need the right tools to achieve this. However, this is not a trivial task when quality and aggressive SLAs must be maintained or even improved.

James Doddington, Chief Technical Officer, Three Media Associates, says that the number of large budgets, expensive bespoke engineering solutions and regular system replacements has reduced dramatically over the last few years and is still on a downward trend. Most broadcasters and service providers have to either deliver more from their existing resources without the luxury of additional CAPEX, or dramatically reduce service costs to remain competitive. The future is all about maintaining quality with minimal operating costs, speed to market, and flexible and effective business tools.

Building on its success in North America and Europe, with XEN:Transformer and XEN:+, Three Media Associates has added XEN:Sim and XEN:Cirrus to the suite, bringing the market additional benefits.

XEN:Sim enables customers to model business and technology scenarios in order to optimise expensive resources and identify efficiencies, with the aim of either minimising overheads or enabling growth. XEN:Sim can also process and present accurate platform data extracted and transformed through XEN:Transformer to provide near live simulations. One of the products distinctive features is that it includes financial models so that services can be accurately costed with retained margins. XEN:Sim typically introduces efficiencies of approximately 40 to 80%.

XEN:Cirrus provides the option to use the other XEN: products from the cloud, either as a contract or PAYG service. The solution is easy to deploy and use, and includes a disaster recovery service.

XEN:Transformer provides a fully automated transformation rules engine to simply and effectively manage any data exchange between in-house, web or customer systems. It is highly configurable and maintainable by users and managers, and minimises the reliance on expensive software engineers. It accurately and rapidly aggregates, transforms and, where required, cleanses complex data sets for any application and with customer-defined validation rules guarantees 100 % accuracy on delivery.

XEN:+ uses the XEN:Transformer engine to import and export programme data into a central database where it can be modified or enhanced to supply multiple exploitation platforms, for examples iTunes, Amazon, HULU, YouTube. XEN:+ provides full validation of datasets and ensures that publishing to the increasing number of platforms is automated, controlled and cost-effective. On replacement of a manual workflow, the solution improves efficiency by around 80 % and eliminates any errors.

XEN:Engine manages the processing of all XEN: modules. It has found widespread success, most notably with a prominent US broadcaster where it has managed hundreds of thousands of workflows with 100 % uptime over three years.

We will be demonstrating how the elements of XEN:Suite work together for the first time at IBC2013, giving customers a first-hand view of how they can save money and improve efficiency in this ever changing industry. Not only can customers obtain a complete view of their workflow and gain predictive insight into aspects like storage capacity and staffing resources, but they can also easily and effectively manage systems integration, data exchange and professional metadata management with 100% accuracy on delivery to end-user platforms. All of the products within the XEN:Suite have been enhanced and totally re-engineered to be equally at home on a laptop, iPad, mobile, server or the cloud, and are available individually or as a full package, concludes Headdon

#### **Interview with Dave Headdon, Director, Three Media Associates**

Three Media Associates provides customised specialist business and technology services to the broadcast media market aimed at assisting organisations in designing and implementing solutions, improving efficiencies, reducing costs and enabling change.

This year at IBC we will demonstrated our newly enhanced XEN:Suite which can be deployed from the cloud or on-premise. Essentially the suite of products gives broadcasters and service providers the opportunity to gain a clear, complete view of workflows, obtain predictive insight into capacity and resourcing, and easily manage data exchange with 100 per cent accuracy on delivery to various platforms.

The suite comprises XEN:Sim, XEN:Transformer, XEN:Engine, XEN:+ and XEN:Cirrus.

XEN:Sim is a unique, powerful media and broadcast modelling product that simulates processes and workflows, identifying bottlenecks and under-utilised resources. A web-based UI allows users to build simulated workflows and process complex data sets to produce iterative and optimised results, including forecast costs and revenues. The results for customers can typically identify efficiencies of between 10 to 75 per cent.

XEN:Transformer is a user-maintainable rules engine that manages the data exchange between internal and/or customer systems. XEN:Transformer is integrated with XEN:Engine, which manages the connection and watcher services, while XEN:+ allows such data to be retained in a central database where it can be modified in order to supply to various publish platforms, such as iTunes, Amazon, HULU and YouTube. When replacing the typical manual workflows, XEN:Suite products can improve efficiency by up to 80 per cent.

Through XEN:Cirrus, the entire product suite can be deployed in the cloud and used under a PAYG contract bringing significant additional flexibility and cost-effectiveness to operations.

We believe that we offer three important and distinct aspects to our solutions, which sets our product apart from any competition. Firstly, fundamental to XEN:Suite, is the belief that customers should be able to build and maintain their own software solutions via configuration and user-accessible rules. Secondly, we believe that the customer should chose whether they want to run such services in-house or via an external cloud service. And finally, we don't believe that anyone else is currently offering simulation modelling for the media and broadcast industry. We firmly believe that these three tenets will form the basis of beneficial software solutions for the industry going forwards.

An industry trend we see is that second screen and social media will continue to grow, as will cloud. We see a relentless (and beneficial) ongoing growth in low-cost, IT-based systems and - perhaps most importantly - a stronger emphasis by organisations on driving value from existing technical and operational investment. Significantly better automation and systems integration will be a cornerstone of this. We've moved our own XEN:Suite into the cloud and adopted a PAYG model for customers needing to transform metadata sets, automate data migrations and easily publish to exploitation platforms such

as Amazon, HULU, iTunes and so on. A very significant growth area should be in making the most of what you currently have and we've therefore launched a new module within our XEN:Suite platform which allows customers to simulate their infrastructures and processes and model scenarios to demonstrate bottlenecks and efficiencies. Simulation modelling is extensively used and is very mature as a tool in manufacturing and design industries but surprisingly absent from media and broadcast. If we really do regard ourselves as 'media factories' nowadays we are going to have to begin acting like them very soon.

This year at IBC we were excited to see the 'maturity' of cloud solutions from vendors and solutions dealing with heavy lifting of media assets will be very interesting. We believe there are still significant commercial, technical and security issues to be addressed. We're always interested in the Best of Show Awards too, in particular to see if any nominations or winners are pointing out new or exciting directions. Our main focus is usually on who we think might win next year!

We hope to see the emergence of real revenue models for second screen and social TV. The hype has been around long enough for a serious attempt at money making to emerge - or maybe it will go the way of 3DTV and not establish itself as profit making. 4K is emerging but again the business case for investing in it is, in practice, non-existent until H265 establishes as a no cost option for TVs, STBs and media servers and that looks to be 2 to 3 years away yet.

### **Three Media Associates Launches XEN:+ at IBC2012**

IBC2012 - Leading strategic broadcast and operational specialist, Three Media Associates, will showcase an extension to its metadata tool XEN: Translator at IBC 2012.

XEN:+ , which simplifies the creation of media packages for online distribution, is ideal for broadcasters and programme rights owners looking to monetise content. XEN:+ provides the capability to provide an extensive validated metadata set along with the required media files to platform providers such as iTunes, HULU, Netflix, Brightcove and Amazon. Rich metadata is the key to not only drive the consumer to purchase the programme but also to define the main asset and all supporting content files, such as artwork, subtitles, audio languages and closed captions.

“Internet and web publishing is currently a hot spot that many broadcasters and producers are looking to exploit,” says Dave Headdon, Director of Three Media Associates. “However, they must satisfy the stringent criteria required by the online entertainment retailers, otherwise the programme will be rejected & unavailable for purchase. This proves time-consuming, complex and problematic for content owners and aggregators who frequently add and validate metadata by hand using Excel or XML. XEN:+

automates the import, validation and publish process, dramatically reducing both costs and timelines with a guarantee of acceptance on delivery.”

“It enables the accurate and rapid monetisation of content, through customers being able to search easily for their favourite films and shows, as well as offering extra material either through the device on which they are watching or a second screen.”

XEN:+ is based on the highly popular XEN: Translator, but with an added easy-to-navigate user interface (UI), validation tools and common publish routines. New file import and platform publish formats can be easily added. Processes can be configured to match broadcasters’ specific technical or business requirements, tracking and aggregating data around complex workflows. XEN:+ also integrates via web services with existing DAM, Channel & Content Management systems.

XEN:+ also allows customers to build their own custom plug-ins via configuration and simple code and any new AddIns are automatically discovered, integrated and managed by the main XEN:+ engine.

“XEN:+ brings order to chaos by managing data in almost any input or output format,” adds Headdon. “It provides a highly cost-effective, flexible and scalable solution for metadata & content exploitation.”

### **Three Media Associates launches workflow data translation engine**

Three Media Associates, a UK based broadcast and operational specialist, has launched XEN, a data translation engine for broadcast workflows, with plug-ins to provide bespoke functionality such as data verification, transformation and translation. A user interface manages users, configuration and logging. XEN, which is a Microsoft .NET package, allows customers to develop their own plug-ins or draw on the expertise of Three Media Associates to customise their comprehensive plug-in library. The current version runs in the background on a network-connected server, but a future development will see it also offered as a Software as a Service cloud solution.

XEN is already used by a number of broadcasters, often for bridging a number of databases and determining which database is the master set for each piece of information. It is also used to maintain appropriate synchronization where necessary. It can be used to drive service level agreements by tracking key performance indicators like processing time targets, or for output functions like creating EPGs or driving non-linear schedules

### **Three Media Associates Unveils Unique Modelling Tool for Cost Effective Business Transformation at IBC2010**

**London, UK: July 2010** - To help its clients develop a clear understanding of the business impacts on their workflows, leading specialists in the broadcast media market, Three Media Associates Ltd, has unveiled its new system dynamics modelling tool, Mediasim. Because it is tailored to the needs of the media industry, Mediasim is a unique offering with the potential to bring impressive operational, technical and financial benefits.

The modelling software converts masses of disparate data about the business to draw clear and reliable conclusions on the interplay of technological components and predict the existence and impact of bottlenecks. Through this data, the user can try different business rules and model their effects, both on the technical workflows and on the commercial structure of the company.

The result is that Mediasim predicts when capital investment is required, accurately defines resource levels and drives better business decisions. The results of the processing are presented as clear, compelling and accurate stories driven by hard information as well as experience.

“Given the economic challenges facing our industry today, coupled with the ferocious pace of change in technology, we believe that Mediasim is the best way to understand the dynamics of a business, its platforms and interfaces,” said Dave Headdon, Director of Three Media Associates, “Equally Mediasim is able to predict how new or proposed systems may affect the existing business”.

“Because this is a unique system dynamics modelling approach for our industry, we have complete confidence in its accuracy,” he added. “In a recent project our estimate of when the business would reach the limits of its online storage was accurate to within two days - when you are considering a \$750k investment, getting the timing right is vital. We very much look forward to bringing these very real benefits to other clients.”

Mediasim is supplied as a configurable software package or can be used as part of a larger consultancy project by Three Media Associates.

### **James Doddington joins Three Media Associates as CTO**

London, UK: 25th June 2010 - Three Media Associates Ltd, specialists in the broadcast media market, has appointed James Doddington as its Chief Technical Officer. Doddington has been an associate of the company since its foundation in 2009 and has led major client projects on their behalf. Doddington has a long and progressive career in broadcast & media with technical and managerial positions at Thames TV, TVS, Nethold, Mindport, Channel 4 and UPC. He was also Executive VP and CTO for Orbit Communications, where he developed the programme to migrate the broadcaster’s centre of operations from Rome to Bahrain. More recently, Doddington has been the technical lead for BT on a multi-million dollar content processing project. He is currently managing the technical launch for a brand new UK TV Channel, which intends to deploy 3D technology. “Broadcasters today have come to realise that the route to a commercially secure future is by bringing in process management and IT philosophies, to be able to create and use service oriented architectures effectively,” Doddington said. “My first task at Three Media Associates is to develop a technical approach and capability to take advantage of these techniques and technologies, which will prove flexible and, most importantly, economical in implementation.” Dave Headdon, Director at Three Media Associates added, “James has a rare breadth of technical understanding and experience, and has spent much of his career working and advising at Board level. The future of our industry depends on implementing not just new technologies, but also new ways of working, and we are delighted to have someone of James’s calibre on board to work with our clients on achieving the maximum benefit.”

### **The Power of Three: Broadcast Specialist appoints Whiteoaks**

Farnham, Surrey 23rd June 2010: Three Media Associates, a specialist services provider to the broadcast media market, has appointed The Whiteoaks Consultancy Ltd, the number one technology PR consultancy outside London (PR Week), to create market and media awareness of the company and its services. Whiteoaks will also support Three Media at the IBC broadcast industry event in Amsterdam in September and facilitate press interviews.

Three Media Associates supports the commercial success of companies in the broadcast sector by improving business and technology projects. The specialist company comprises of directors and associates with a depth of knowledge and heritage in the broadcast industry and has worked on a number of major blue chip projects including Digital Media Centre (DMC, Amsterdam) and British Telecom.

A team of broadcast specialists from Whiteoaks and representatives from Three Media both attended the NAB show held in Las Vegas in April this year where an initial meeting took place at the request of Three Media, who had heard of Whiteoaks and its reputation as a leading consultancy for broadcast PR.

Now formalised, the appointment further strengthens Whiteoaks' strong digital and broadcast portfolio, which includes Grass Valley, Hamlet and Technicolor. Other high-profile technology clients also represented by Whiteoaks include LG Electronics, Autodesk, and OKI Printing Solutions.

“Whiteoaks works with some of the world’s leading IT, digital media and technology companies and has extensive knowledge of the broadcast industry and the issues it faces. We have every confidence that its strategic advice and on the ground support at the IBC event will help us to meet our business and sales objectives,” says Three Media Associates director, Debra Slater.

“We are delighted to be working with Three Media Associates,” says Whiteoaks chairman, Gill Craig. This highly-skilled company is a great addition to our broadcast portfolio. We have established ourselves as a major player in the broadcast and digital entertainment sectors and are committed to transparent service delivery. We have total confidence in the PR and sales results that we will achieve in the coming campaign for Three Media.”