



RED BEE.
WOW. AND NEXT.

WOW. AND NEXT.

Audiences thrive on awe-inspiring content. They can't wait for what's next.

To keep them wowed, you need content that excites and engages. At epic volume, astonishing speeds and always in amazing quality.

That's why Red Bee looks beyond the here and now. Helping you exceed audience expectations and giving you more scale, scope and reach.



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SERVICES



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Our end-to-end managed services harness the best in applied expertise and innovative technology. Delivering fast and smart solutions that can transform your content delivery and operational efficiency.

We empower the world's strongest brands and content owners to instantly connect with people anyhow, anywhere, anytime. Spanning cultures, continents and languages to engage and grow your audiences today and tomorrow.

We manage all the complexity, so you can focus on what you do best.

Wowing audiences.
By creating what's next.



OUR STORY

The way we enjoy media has changed forever. People want more wow and more choice. Flawlessly delivered in awesome quality, wherever and whenever they want.

So where do brands, broadcasters and content owners turn to help them find, amaze and grow their audiences?

Red Bee Media works at the heart of this worldwide media ecosystem. Harnessing our global network and pioneering technology, we effortlessly connect people with their favourite content.

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OUR STORY

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Our 2,500 media experts put your content above all else. We care that it's perfectly delivered and superbly received. We enhance your media to make it genuinely accessible to all. We boost your audiences today and tomorrow through sophisticated content discovery.

We monitor output everywhere in real-time, for invaluable insight on audience behaviour and reaction.

From production to playout, our end-to-end managed services minimise complexity and maximise your brand reach, revenue streams, commercial opportunities and scalability whilst transforming business efficiency.



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OUR STORY

Having processed **10 million media assets** and delivered content to **over 500 channels** in **more than 60 languages** for leading brands worldwide, we're a proven force in audience excitement and engagement.

Tune into our world class technology, always-on international presence and multi-skilled team to optimise your media capability. So you can focus on creating the kind of content that matters most.

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CONTENT DISCOVERY SERVICES



MORE THAN
250
CUSTOMERS
WORLDWIDE



ACCESS TO A
DATABASE OF
>10m
ASSETS ACROSS
25 LANGUAGES

MEDIA MANAGEMENT SERVICES



MORE THAN
10m
PROCESSING TASKS
SINCE NUCLEUS
PLATFORM LAUNCH



**DOUBLING
VOLUMES**
YEAR-ON-YEAR
SINCE 2018



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OTT SERVICES



OVER **250**
CHANNELS TRANSCODED
LIVE FOR THE PLATFORMS
OF RED BEE MEDIA
BROADCAST CUSTOMERS



1.7m
ACTIVE SUBSCRIBERS,
FROM MULTIPLE
STREAMING PROVIDERS,
USE THE MANAGED OTT
SERVICE EVERY MONTH

ACCESS SERVICES



10
PRODUCTION CENTERS
GLOBALLY

DISTRIBUTION SERVICES



ACCESS TO MORE THAN
10,000
CHANNELS FROM OVER
100 SUPPLIERS AROUND
THE GLOBE THROUGH
THE RED BEE MEDIA
CHANNEL STORE



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PLAYOUT SERVICES



DELIVERING OVER
500
LINEAR CHANNELS
WORLDWIDE 24/7



101,000
LIVE EVENTS PER YEAR
ACROSS OUR
INTERNATIONAL HUBS



RED BEE MEDIA. SERVICES.



OTT

Deliver and monetize high-quality video to mobile devices in a secure and scalable manner.



LIVE & REMOTE PRODUCTION

Bringing your live events at the best quality everywhere.



DISTRIBUTION

We connect the worlds' content to audiences everywhere.



MEDIA MANAGEMENT

Deliver and monetise high-quality video to mobile devices in a secure and scalable manner.



POST PRODUCTION

Award-winning creative talent in first-class facilities at your service.



ACCESS SERVICES

Why limit your audience? Make your content more accessible, to larger audiences, in more countries than ever before.



CONTENT DISCOVERY

Your audiences are constantly inundated with choice.



PLAYOUT

Transmitting and delivering your content exactly as scheduled – on time, every time.

OTT. WOW. AND NEXT.

Your viewers love thrilling content, always looking for what comes next. With Red Bee Media's modular managed OTT offering you have the ability to wow those audiences, by delivering the viewing experience that suits them best.

Red Bee's OTT service is a uniquely powerful end-to-end solution, enabling you to stream content to your viewers anyhow, anywhere, anytime and over their favorite platform and device.

We go beyond the here and now to boost your audience, media impact, market share and revenue. This enables you to focus on what truly matters: growing your business.

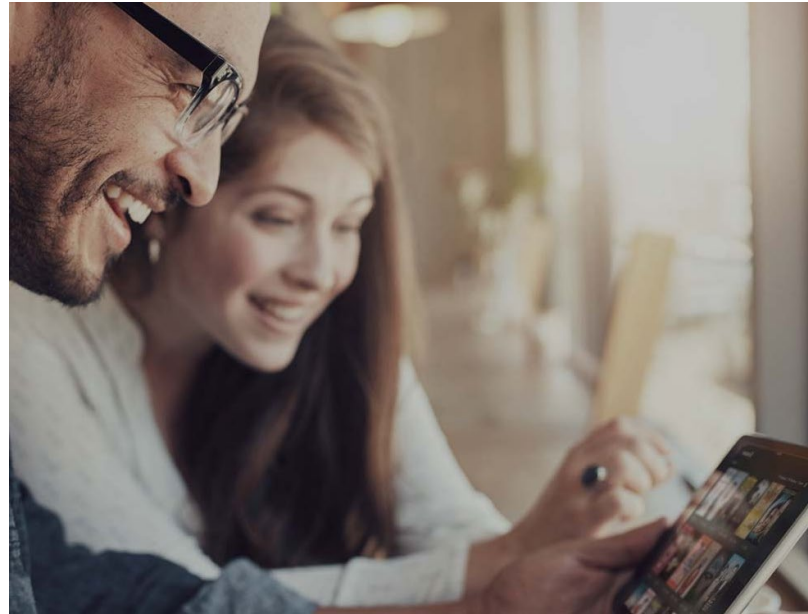


OTT. WOW. AND NEXT.

REDUCE COMPLEXITY, INCREASE EFFICIENCY.

Red Bee's world-leading technology and services can manage your whole end-to-end media process; alternatively, we can adapt our integrated modules for an OTT solution that fully achieves your goals.

Our full-stack OTT platform embraces live events, linear channels, catch-up and VoD. Meanwhile, our analytics package lets you monitor audience reactions and behaviour in real time for instant, meaningful insights.



Red Bee delivers:

- A rapid, reliable and low-cost entry to market
- White-label solutions for instant brand presence
- Adaptable, fully monetized business models
- The power to manage and optimize all your content

OTT. WOW. AND NEXT.

OUR TOP PRIORITY? THAT YOUR VIEWERS TRULY LIVE WHAT THEY SEE.

- Live content - as good as being there
- Consistently high quality
- Enjoy more diverse and original content
- Ultimate audience experience
- Relive highlights and magic moments
- Be the first to get fresh content



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OTT. WOW. AND NEXT.

Red Bee's OTT gives you ground-breaking capabilities, allowing you to package and launch your channel for live, linear and VoD. These include:

Explore and expand markets

- Launch your channel in minutes
- Targeted reach, from local to global
- Monetize content
- Enriched content
- Easy to find
- Personalized for your brand
- White label apps available – out of the box for multiple platforms

Highest quality content

- Outstanding quality, rich with functionality
- Ultra-low latency delivery of live events
- Access built-in for maximum reach
- Instantly adaptable with dynamic scaling
- Dynamic ad insertion
- Live and VoD repackaging, storage and connectivity

Expertly managed

- Secure, seamless end-to-end process
- Fully-packaged content
- Secure and safe viewer enjoyment
- Flawless integration with your own systems
- Multi-platform delivery
- Total subscriber management
- Always-on global operational support
- Rich SDK for creation of unique end-user experiences

Real-time insight

- 24/7 live monitoring
- Full analytics reporting
- Real-time analysis and feedback



OTT. WOW. AND NEXT.



As a principal sponsor of the 2018 FIFA World Cup, McDonald's wanted a ready-to-use solution to stream the games to their Swedish restaurants.

With our unique background in live sports, and rapid deployment capabilities, Red Bee were soon delivering the World Cup simultaneously to every McDonald's customer throughout Sweden, in HD quality.

“ We needed someone who could deliver the World Cup to our restaurants on a tight deadline and without any glitches.”

RICKARD BERTHOLD

Digital Lead, McDonald's Sweden.



T-Mobile wanted to maximize revenues across their 80 OTT channels by increasing customer engagement.

The answer was to make it easy for customers to find and activate new channels, with a rich EPG interface that included catch-up VoD.

Red Bee delivered streaming services and backend OTT service management. With improved visibility of content in non-subscribed channels, customers were encouraged to buy new content packages, bringing a significant increase in channel subscriptions.

LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

Bringing awe-inspiring content to your viewers, and ensuring they get more of what they want, is at the core of Red Bee Media. As 5G transforms the broadcast industry we are leading the way in simplifying, streamlining and optimizing live and remote production — saving you huge sums while satisfying millions of viewers around the globe.

We are trusted by the world's largest media brands to manage and deliver the highest quality content for landmark events including the Olympics, Wimbledon, and the Invictus Games.



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LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

CUTTING-EDGE TECHNOLOGY THAT REALLY MAKES A DIFFERENCE

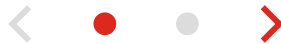
Our pioneering technology and innovative workflow management contributes to our continuing development of remote production. This enables broadcasters, event organisers and content creators to enjoy more flexibility, greater control, and far more cost-efficient solutions.

From music festivals to e-sports, charity events to sell-out concerts, Red Bee provides reliable, mission-critical production services for hundreds of live events — all of which thrill your audiences, wherever they are and however they watch them.



The essentials

- Global leaders in live complex delivery
- Six globally networked operating hubs
- Full Remote Production capability
- Dedicated camera feeds deliver to a variety of screens
- Connectivity assured for optimum delivery
- Guaranteed fast and secure distribution.



LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

Remote Production

Remote production is revolutionizing how we capture, process and deliver live events and entertainment, with Red Bee driving numerous industry innovations.

With 5G set to transform speeds and signal security, producers have almost unlimited options for greater creativity and media enrichment.

The shift to IP-based production also represents huge opportunities for cost savings, as you just send your scaled-down crew with IP-connected cameras to the site, while your directors, editors and production technicians work in the familiar, high-specification environment of the central production facility.

There's no longer any need to acquire and despatch large OB production trucks. With fewer staff required you gain significant cost-efficiencies, while reducing the time and effort required in recruiting and managing large crews.



LIVE & REMOTE PRODUCTION.

WOW. AND NEXT.

BENEFITS OF REMOTE PRODUCTION

Staffing

Fewer people needed at each venue, reducing staff and travel costs.

Transport

Equipment transportation costs are greatly reduced since only cameras and IP connection equipment need to be transported without the need of a specialized vehicle.

Set up

Setup time is greatly reduced, since cameras connect to IP instead of dedicated baseband cabling that needs to be laid out for each event to connect cameras to production trucks.

Cost

Significant cost savings are realized by eliminating baseband cabling and time needed to deploy cabling.

Location

One central control room can handle multiple events at once and multiple events on a given day - meaning fewer systems are needed for the volume of production, reducing equipment duplication.

Resources

Eliminating the need for multiple specialised production vehicles and equipment duplication gives producers the option to either spend less of the budget or to use the budget on better equipment and people.

Values

Paying for a single Production crew rather than paying for multiple crews at each venue – ensuring high production quality and reduced overheads.

5G

Use of next generation contribution and distribution technologies such as 5G and beyond.



LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

REMOTE PRODUCTION EVENT TIERING

Tier One

- **Top Tier Sports Events**
i.e. Global coverage sports events such as Football World Cup, Wimbledon Tennis.
- **Global long term news events**
i.e. Parliamentary coverage
- **Live long-running primetime shows**
i.e. X-factor, The Voice etc.

Tier Two

- **Mid Tier Sports Events**
i.e. League Football – Possibly UK Championship and lower. Horse Racing.
- **High Value Music / Theatrical Events**
- **E-sports Events / Other developing sports**
i.e. Drone Racing etc.
- **Live remote regional network inserts**

Tier Three

- **Lower Tier Sports Events**
i.e. Snooker, Darts etc
- **Reality TV Shows**
- **Live inserts into primetime shows**



LIVE & REMOTE PRODUCTION.

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REMOTE PRODUCTION CATEGORIES

Category One

Full Remote Production

- Minimal On site staffing, i.e. only camera personal, minimal engineering and unit management effort.
- All production handled remotely at central location.
- Majority of technical equipment at central location.

Category Two

Hybrid Remote Production

- Higher Level of on-site presence.
- Production handled remotely.
- Requirements for a local extremely low latency program so some production happening at event.

Category Three

Minimal Remote Production

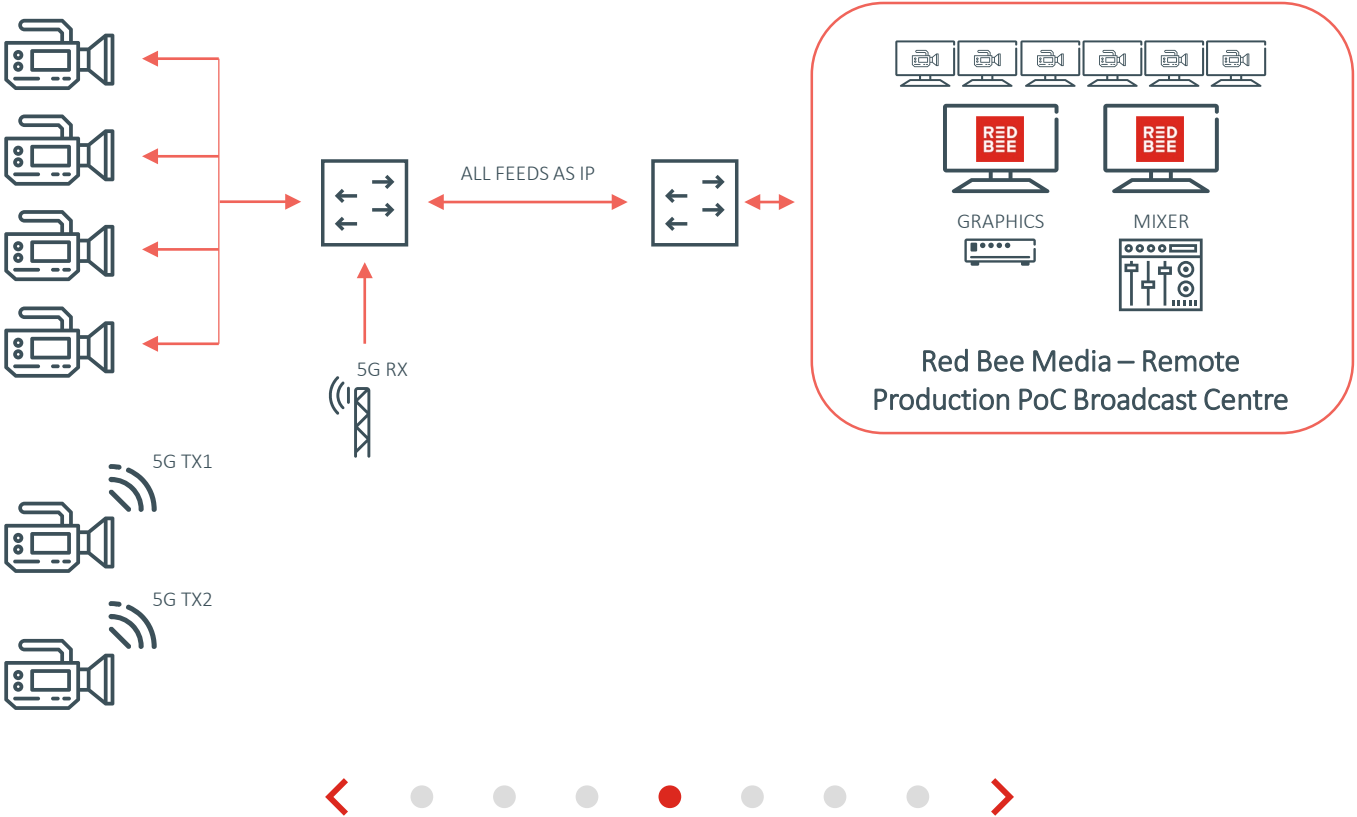
- Full production crew on-site
- Majority of technical functions happening at event.
- All feeds i.e. ISO returned either as compressed or uncompressed feeds to central facility for recording or insertion into network programming.



LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

CATEGORY ONE REMOTE PRODUCTION

Full Remote with Fully Centralised Production



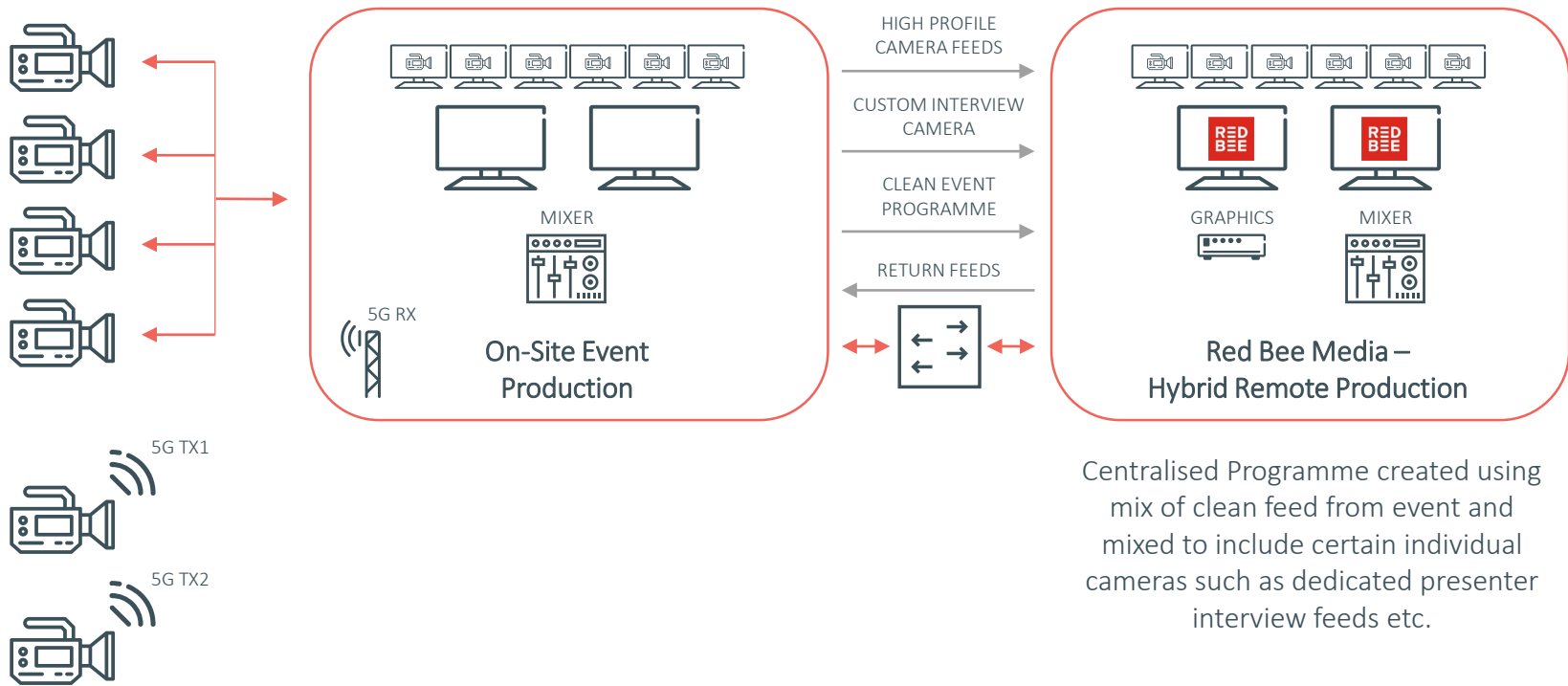
LIVE & REMOTE PRODUCTION.

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CATEGORY TWO REMOTE PRODUCTION

Hybrid Remote Production

Possible Control of Remote Hardware from Central Facility, e.g. vision mixer



Centralised Programme created using mix of clean feed from event and mixed to include certain individual cameras such as dedicated presenter interview feeds etc.

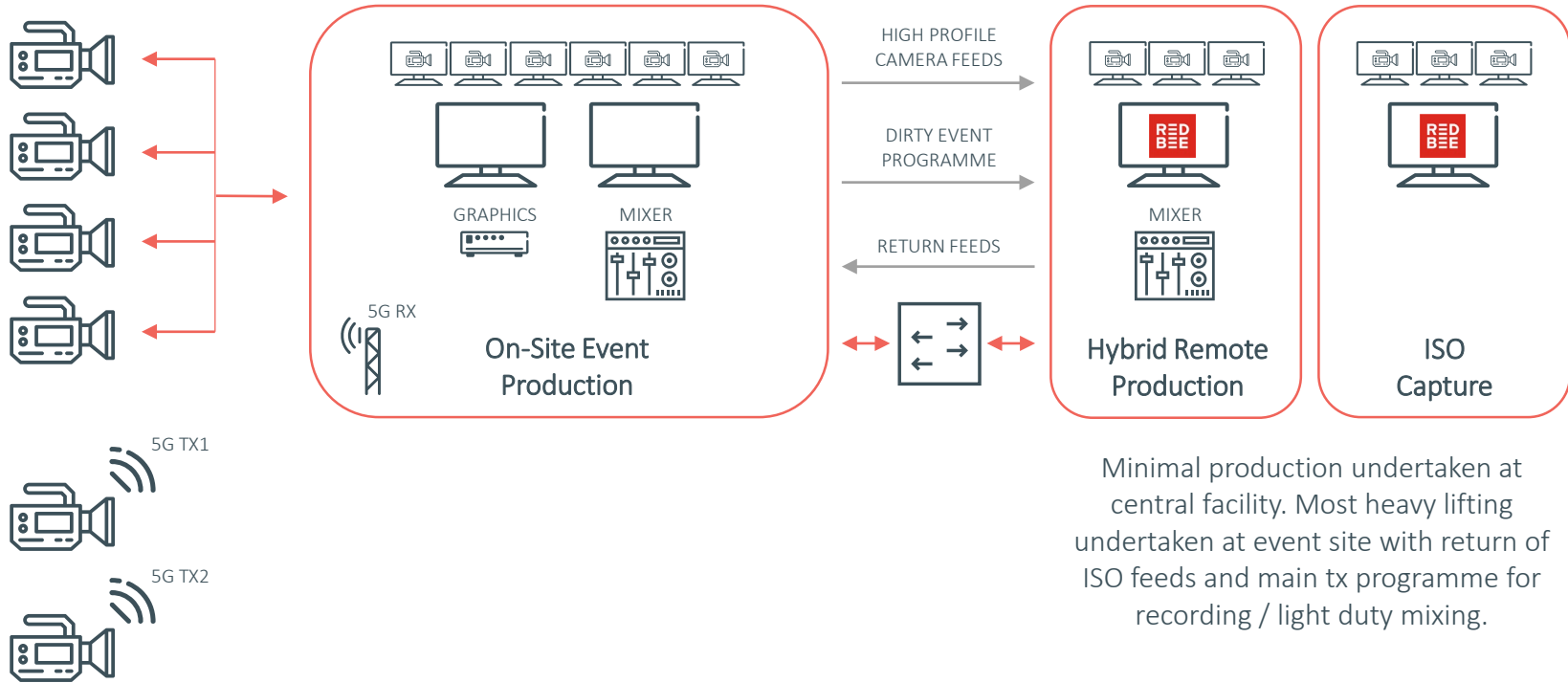


LIVE & REMOTE PRODUCTION.

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CATEGORY THREE REMOTE PRODUCTION

Minimal Remote Production



LIVE & REMOTE PRODUCTION.

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Mobile studios

Red Bee specializes in streaming video and supporting radio broadcasts with camera technology. Our mobile video sets can be used at any location and for all program types. Remote-controlled HD cameras are managed by a smaller crew, avoiding intrusion on artists, guests and their audiences. We transcode imagery to any format for live consumption on YouTube, Facebook or your own dedicated video stream, anywhere in the world.

With five different mobile radio studios, each with specific advantages, we can work anywhere, at any time.



OBS 1

Single-operator console ideal for interview set-up with limited space, using expandable connections to headsets and key production personnel.



OBS 2

Compact yet extensively equipped mobile studio for larger live events, ideally sized for portable cabin locations.



OBS 3

Accommodating up to 3 guests and a DJ for larger-scale radio broadcasts with 8 external audio inputs. Expandable with reporter sets, cameras, lighting and PA.



OBS 4

Ideal for large festival broadcasts with several PC workstations, and fully expandable with fast and easy set-up.



OBS 5

Super-compact set for limited space and maximum functionality. This can be expanded with wireless reporter sets, visual radio and PA.



LIVE & REMOTE PRODUCTION. WOW. AND NEXT.

HOW YOUR AUDIENCE BENEFITS

- Enriched content
- More choices, more options
- As good as being there
- Fast, secure and totally reliable content
- Access to new content of lower tier leagues and events, previously unattainable due to high production costs

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LIVE & REMOTE PRODUCTION.

WOW. AND NEXT.



Key benefits

- Fewer people needed at each venue, so reducing staff and travel costs
- A big reduction in transport costs as only camera and IP connection equipment is needed
- A substantial reduction in set-up time
- Cost savings as there is no need for baseband cabling — and the time needed to deploy it
- One central room can handle several events at once
- No need for multiple, specialised production vehicles
- Paying for a single production crew for each event rather than for multiple teams
- Use of next-generation contribution and distribution technologies such as 5G

LIVE & REMOTE PRODUCTION. WOW. AND NEXT.



FESTIVAL DE CANNES

CANAL+ approached Red Bee to coordinate and manage remote production during the 2019 Cannes Film Festival.

This included broadcasting shows from the TV part of the Festival, managing all post-production for the CANAL+ Group in Cannes, and providing the opening and closing ceremonies at the festival to international broadcasters.

Using V-Nova solutions, Red Bee implemented higher-quality workflows for 32-feed remote production with an optimized contribution network. This enabled CANAL+ to send higher-quality video at a reduced bandwidth and achieved feeds with frame-accurate sync. In reducing the bandwidth required for linear feeds, CANAL+ were also able to transfer edit packages between Cannes and Paris significantly faster than in previous years.

“Reliable transmissions are mandatory to properly operate remote production from Paris. We delegated this part of the workflow to the V-Nova solution, one that was successfully delivered and supported by Red Bee Media.”

RALPH ATLAN

Broadcast CTO at CANAL+.

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DISTRIBUTION. WOW. AND NEXT.

Your audiences want to be awed by great content. That's why Red Bee Media created a unique global distribution network: instantly available, we collect your content from any source, and securely deliver it, in any format, directly to your viewers.

Powered by our worldwide media hubs and secure cloud-based capabilities, our services link you to any connected person on the planet, enabling you to reach any region or territory, reliably and economically.



DISTRIBUTION. WOW. AND NEXT.

HOW OUR CHANNEL STORE CAN BOOST YOUR CONTENT

Our Channel Store is for content owners and distributors to market and deliver live and pre-recorded content anytime, anywhere, in any format. You enjoy ultra-high reliability, managed cost-efficiency, fast response times, in exceptional quality, with expert support available 24/7. We manage everything on your behalf, reducing risk and fulfilling your all-important compliance requirements.

CONSTANTLY EVOLVING, CUTTING-EDGE MCR

Our MCR services are equally renowned. Taking signal acquisition from any source, we ensure secure and reliable routing with quality and compliance guaranteed. We use our global network to leverage delivery while the entire process is managed via an online dashboard.

Red Bee's expert teams look after the complexity of delivering your content, enabling your audience to be wowed by what they see.

The essentials

- 200 MCR events per day
- 30 signal distributors
- 100 signal suppliers
- 1,000 active channels
- 2,500 broadcast and media specialists
- 10,000 channels in our catalogue
- 24/7 broadcast engineer support
- NPO, NOS, RTL, Fox International, Fox Sports, TALPA Media, Vodafone Ziggo, TMOBILE, KPN, Chanel 4, ITV

DISTRIBUTION. WOW. AND NEXT.

HOW YOUR AUDIENCE BENEFITS

- Any audience, any location, any format
- Seamlessly connecting content to audiences
- Reach new global markets with your live content

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DISTRIBUTION. WOW. AND NEXT.



Build your media brand

- Rapidly develop new channels from anywhere in the world
- Scale up or down without disruption or significant costs
- Global reach with flexible tailored pricing
- Easily deliver to broadcast, distributor, OTT or public cloud

Finger on the pulse

- Regular reporting with customer-defined KPIs
- Instant reporting for high-priority incidents
- Regular Service Delivery Review
- Monthly SLA reporting
- Transparent online booking tools and dashboard
- Periodic reports on past performance and usage

Reliable and secure

- Mission-critical live event monitoring
- Operating 24/7 to manage any event
- Complies with quality standards: ISO, SMPTE2110, 2022
- POPs in external data centres for signal intake or delivery
- Remote control and monitoring of equipment outside Red Bee network hubs
- Rigorous audited security to ensure your content

Dynamic proven technology

- Direct intake of high resolution, uncompressed video
- Transport and process compressed and uncompressed video, SDI to IP, to Multicast
- Software defined video processing technology
- Mobile connectivity to studios, live events, and OB
- Teleport: Satellite down- and uplink capacity for external feeds (channels and events)
- Built-in UHD/HDR capability
- Sources and endpoints are connected by Red Bee's managed global network
- Central processing pools to ensure signals conform to requirements
- Managed public cloud access to incoming and outgoing feeds
- Feed signals to Origin, CDN / UDN through our OTT platform

Benefits of scale

- Always-on dynamic capacity, flexible scale to meet your needs
- Set up new links within hours to major worldwide and regional distributors
- Access to a huge databases of channel and program metadata
- Integrated with Red Bee Playout, Content Discovery and OTT delivery platforms
- Automated control and monitoring reducing costs and complexity
- Access to production ready multi-rooms ready for additional production facilities, e.g. voice-over, video referee, editing, event playout etc. – directly connected to incoming/outgoing circuits

DISTRIBUTION. WOW. AND NEXT.



Bringing UHD to Dutch National Television

Red Bee Media is a long-term partner with NPO, the Dutch National Broadcaster, managing live contribution, MCR, encoding and distribution.

Ahead of the 2018 FIFA World Cup, Red Bee were asked to create a new UHD simulcast channel without the costs of building a new play-out service for NPO. The new channel was to test delivery of UHD with High Dynamic Range (HDR), Hybrid Log Gamma (HLG) and Wide Color Gamut according to BT2020 in partnership with the Dutch Telecoms giant, KPN.

Working together with our client, our experts delivered a solution for switching between the upconverted HD channel and the native UHD feed from the broadcast compound in Russia, integrated with the NOS Sports studio gallery, followed by onward delivery to our encoding and distribution platform, Channel Store.

This innovative solution allowed NPO to reach over 30,000 UHD viewers, the largest UHD audience served by a national broadcaster during the event.

“ We are very happy and thankful for the efforts of Red Bee Media, who went beyond the call of duty to make our UHD trial a success. On numerous occasions we relied on the expertise and can-do attitude of Red Bee to solve our problems, no matter what, in this unique Dutch broadcasting project.”

EGON VERHAREN

Head of R&D, NPO.

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MEDIA MANAGEMENT. WOW. AND NEXT.

Red Bee Media is trusted by some of the world's greatest media organisations to deliver captivating content to their audiences. We offer unparalleled care and dedication in content enrichment, preparation and delivery. This allows your viewers to be wowed by what they see — and leave them wanting more.

FLAWLESS MEDIA, SEAMLESSLY DELIVERED

Our world-class operations and media know-how are supported by Nucleus, Red Bee Media's hybrid cloud media logistics platform. This allows you to:

ENRICH

Maximize the potential to monetize your content. We'll create, re-version, transform, augment and package content for your desired audience.

MANAGE

Total content life-cycle management. Workflow and status visibility through advanced reporting and tools.

CONNECT

Secure and swift delivery to any location. Full interoperability across the entire content value chain.



MEDIA MANAGEMENT. WOW. AND NEXT.

24/7 PROCESSING, MONITORING AND SUPPORT

You can opt for our end-to-end solution, or our modular services. Whichever solution you choose, we will match your timelines, streamlining your media processing and maximizing your cost-efficiencies.

Nucleus platform essentials

- Over 10 million Media Processing Tasks completed to date
- 1.3 Million assets transcoded in last twelve months
- 1.5 million customer assets managed in platform
- Over 10 petabytes of content uploaded in last 12 months
- **Any format, any place, any time.**

Wow your audience through global innovation

Red Bee's ongoing investment and innovation across technical capability and services simplifies your media operations while making your content look eye-poppingly great, whenever and wherever it reaches your audiences.

The value of expertise

Our portfolio of specialist services is managed with industry-leading expertise by our hugely experienced teams, helping you to enhance, manage and deliver linear and non-linear content.

Content Aggregation

Red Bee has established links with hundreds of distributors across the globe; in so doing, we have worked out how to deal with the complexities of sourcing, co-ordinating and formatting content.

Our expertise and purpose-built tools enable us to aggregate your content and metadata from diverse suppliers, ready for preparation and packaging.



MEDIA MANAGEMENT.

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Manage & Store

Full lifecycle management that enables you to browse, access and analyze your content via an intuitive user portal.

Secure, resilient and scalable

Our distributed storage options cater for archive and dynamic media preparation for production, post or digital distribution.

Content Re-Mastering

Content prepared and localized for any screen or regional variation, maintaining the quality and integrity of your brand.

Our media management experts are focused on creating a great audience experience, while upholding legal compliance and ensuring cultural sensitivities are respected. We can create promo material to help drive engagement and retention, add captions or dubbing, as well as program segmentation for commercial breaks.

Post Production

Flexible Post Production services including AV editing, VFX/Compositing, Audio suite and voiceovers, delivered on site or remotely.

File to VoD

We rapidly launch your content to new platforms that connect you to wider audiences. Reaching your audience can be complex and fragmented. We gather and manage metadata, still images, subtitles, audio tracks and previews to simplify global distribution.

Our industry-leading expertise in stitching, transcoding and DRM technologies ensures your content is correctly packaged and protected for swift delivery.

Live to VoD

Make sure your audience gets to see live events as quickly as possible, on their chosen device. We capture live streams, prepare, package, protect and deliver content to multiple VoD Delivery Platforms for re-streaming. We have the capacity to scale quickly to manage the demands of important live events.

TX Preparation

Whether scheduled programs, live event lines recording or content that needs a rapid turnaround before transmission, we prepare and deliver perfect content to linear playout on time, every time.



MEDIA MANAGEMENT. WOW. AND NEXT.

HOW YOUR AUDIENCE BENEFITS

- Richer and better content
- Reliably delivered to my screen
- Localized and easily accessible
- Optimized with subtitles and dubbing
- More choice on more platforms

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MEDIA MANAGEMENT.

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Flexible

- Hybrid Cloud, providing inherent elasticity and rapid on-boarding
- Manage high volumes of content, whenever you need it, wherever it needs to go
- Micro-service architecture for maximum agility and flexibility
- Rich APIs for rapid integration/onboarding
- Prepare and localize content for any screen or region

Efficient

- Save significant time and reduce costs in your supply chain
- Adaptable to match customer timelines and workload
- Streamlined and automated processes
- Innovative strategy for virtualized media management delivery
- Optimized through automation and common features

Secure

- We operate to the highest security standards, using the latest technologies to ensure your content is safe.

Economical

- Pay As You Go pricing
- Supported by cloud-based capability to fulfil any volume or timeline
- Manage and simplify the potential complexities of VoD preparation
- New platforms or destinations onboarded rapidly and cost-efficiently
- Large-scale operations to maximize cost-efficiency
- Real-time reporting, monitoring and access, configurable dashboard

POST PRODUCTION. WOW. AND NEXT.

When viewers see compelling content, they want to see more. A key reason for this is post production: making the work truly come alive in the viewer's imagination.

The biggest names in media rely on us to craft their content and attract their audiences; day and night, outstanding post production enables us to create award-winning content for some of the world's leading entertainment brands.



POST PRODUCTION. WOW. AND NEXT.

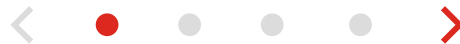


WE WORK WITH ONLY THE BEST

Red Bee Media employs the finest, award-winning creative, technical and operational staff in the industry. We work with our media clients across the full visual content spectrum, working on every genre, format and length and in every style. Our many highlights include work for BBC Creative, Channel 4, Channel 5, BBC Studios, Netflix, Telemundo, RTÉ and Dreamworks.

Our multi-award-winning team of editors and media specialists operate from our headquarters in Broadcast Centre, West London, and from our other facilities around the globe.

When it comes to post production, we are fastidious. We know that your audience appreciates this care, as it drives them to keep watching great, compelling content.



POST PRODUCTION. WOW. AND NEXT.

POST PRODUCTION: OUR OFFERING

Our services

We offer a wide range of post production services to our clients including:

Creative & branding

With an exceptionally skilled award-winning talent base we have delivered eye-catching promotions for numerous campaigns.

Versioning

Taking your content and repurposing it for additional markets and distribution areas including online and social media platforms.

Technical compliance

With matchless knowledge of broadcast delivery and technical standards Red Bee are the best partners to deliver complete technical compliance of your content. Whether you need wide dynamic range reduction, or FPA compliance of an atmospheric action sequence, Red Bee provides complete technical compliance while maintaining the integrity of the narrative.

Editorial compliance

Whatever the regulatory or editorial requirements of the distribution platform, Red Bee have extensive experience in delivering editorial compliance for content.

Live

With global connectivity running through our international MCR Hubs Red Bee are the right partners to connect you to your audio, video, talkback content and with our integration with our playout centers.

Fast turnaround

For live sport, news and entertainment Red Bee have a wide and varied toolset to ensure that your content can be delivered to whatever platforms you require in the fastest possible times.



POST PRODUCTION. WOW. AND NEXT.

Our facilities

Our beautifully designed edit suites have been built to the highest technical standards and offer the full range of post facilities. You will benefit from the latest technology and a comfortable working environment, available either fully staffed or as a dry hire.

Online / offline Editorial

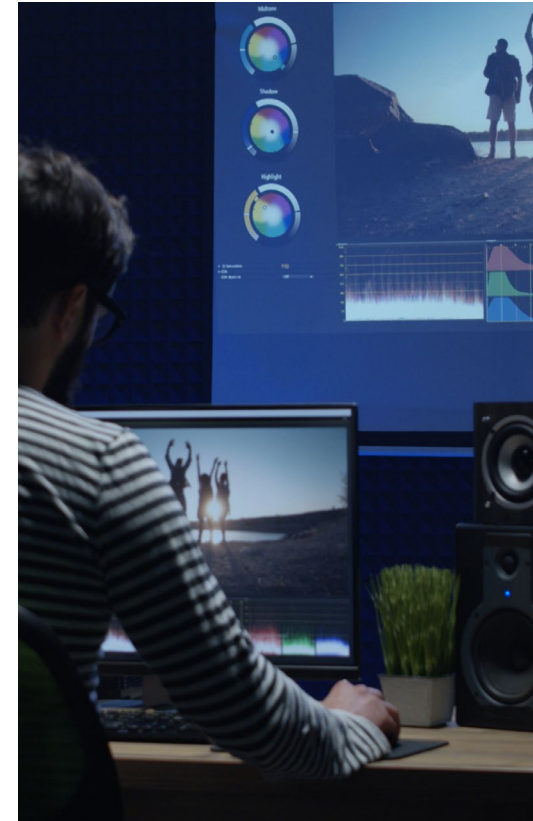
- Avid Symphony
- Avid Media Composer
- Adobe Premiere
- Final Cut
- DaVinci Resolve

Finishing

- Autodesk Flame
- Baselight Grading
- 3D VFX
- Finishing, compositing, advanced graphics, grading and conform

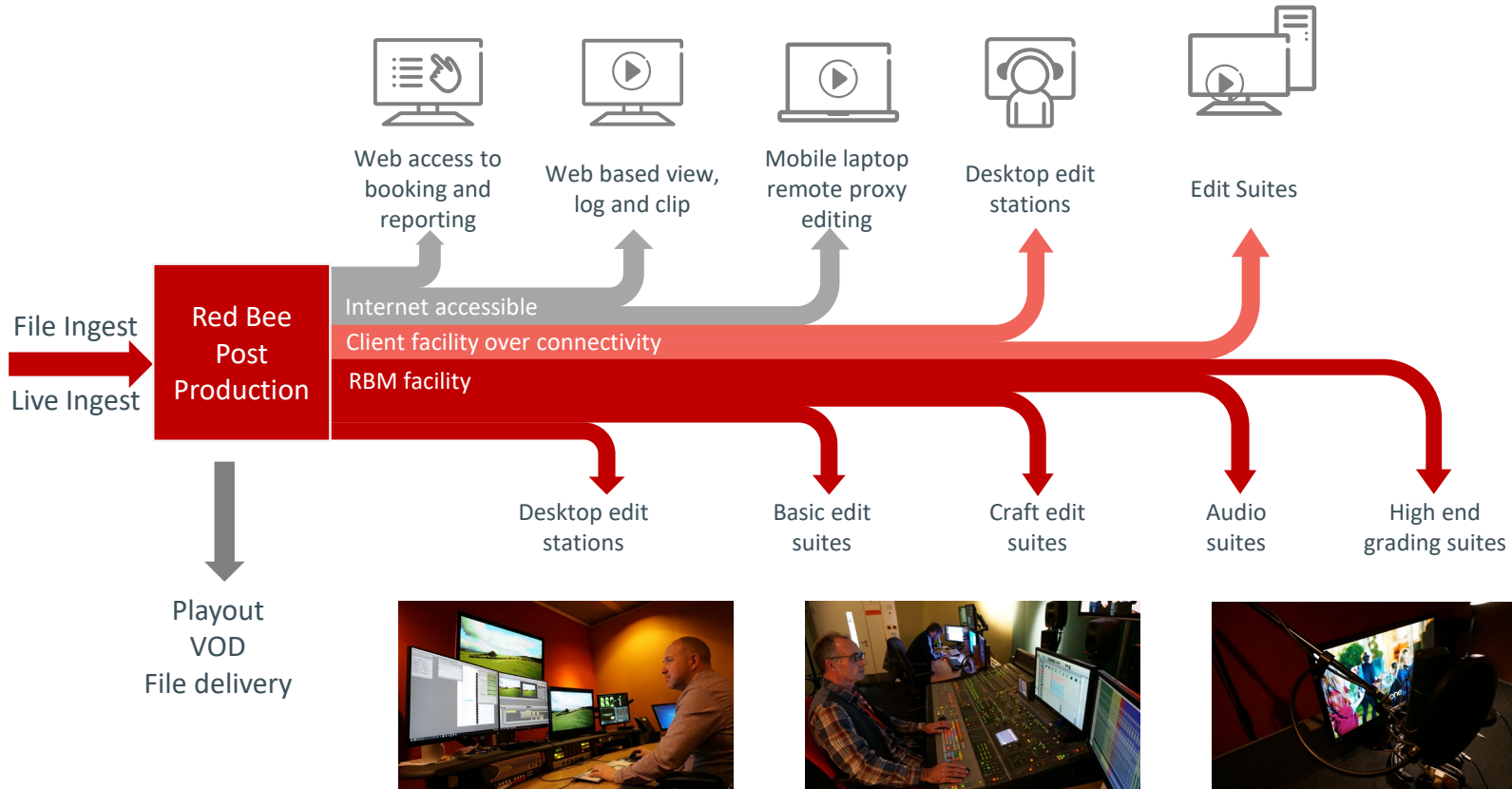
Audio Dubbing

- Avid Pro-tools with extensive suite of design and processing plug-ins
- Sound effect libraries
- Latest S6 Control surface
- Calibrated 5.1 surround sound monitoring
- Dolby en/decoding
- R128, BS1770 Loudness monitoring
- Spacious connected VO booth with Neumann microphones



POST PRODUCTION. WOW. AND NEXT.

Remote and on premises capabilities



POST PRODUCTION. WOW. AND NEXT.

Key benefits

- We have the best post production solutions for your specific needs
- Fully networked and always connected
- The total service spectrum to manage all your media
- including ingest, storage, packaging and delivery
- Cost-effective facilities with competitive rates



ACCESS SERVICES. WOW. AND NEXT.

We believe everyone deserves to be wowed by compelling content. Red Bee Media's Access Services unlock content for audiences with visual or hearing needs. These services are pivotal in ensuring equal content for everyone, everywhere.

You gain three distinct benefits: your audiences enjoys equal access, you fulfil regulatory requirements, and — in a highly competitive marketplace — it boosts your brand profile.

What's more, Access Services are not just for people with audio and visual impairments. A growing number of viewers with adequate hearing are opting to use subtitles — either because they might be watching content in an environment that restricts audio from their device, or because they find it easier to follow their program with textual back-up.



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ACCESS SERVICES. WOW. AND NEXT.



HOW WE BRING ACCESS SERVICES TO LIFE

Our dedicated studios and talented team of VO artists and technicians have a vast amount of experience, ensuring their captioning and VOs are second-to-none. This leaves you to focus with confidence on opportunities for customer choice, market development, audience loyalty, and other areas of growth.

With our built-in multilingual capabilities and a global team of more than 400 access experts, our inclusivity services mean your content will wow your audience — however they choose to experience it.

The essentials

- Red Bee is the largest supplier of managed media services in the market
- Each year Red Bee creates:
 - 200,000+ hours of captioning globally
 - 70,000+ hours live captioning
 - 2,500+ hours of translation and subtitling
 - 6,000+ hours of audio description

ACCESS SERVICES. WOW. AND NEXT.

AUDIO DESCRIPTION WITH RED BEE

Seamless workflow enables end-to-end delivery in just one sitting, using just one person.



Low cost workflow

Purpose built, studio quality tech

Fast turnaround

Multiple languages

Secure and scalable

20+ years experience

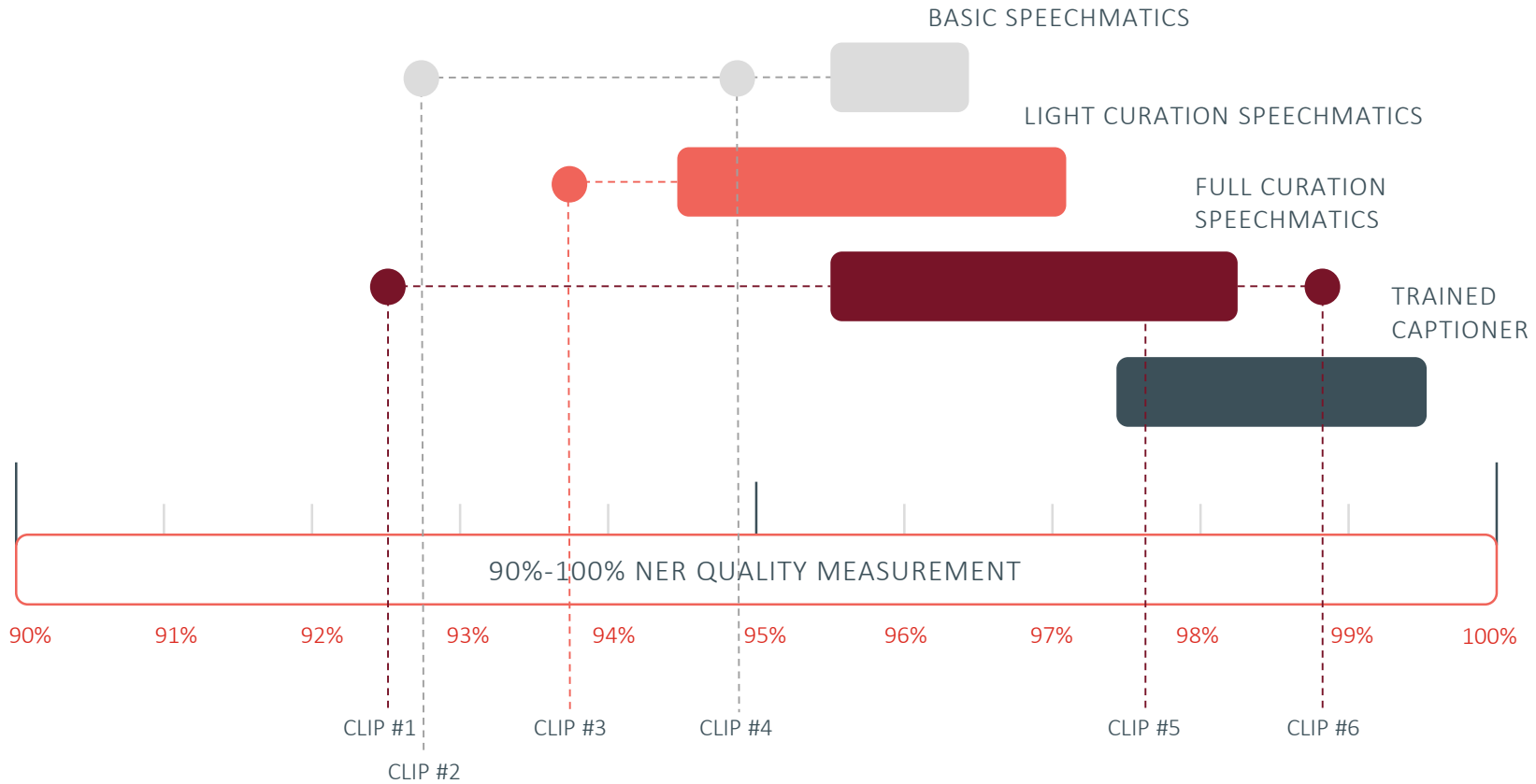
Experienced team on staff

Multiple formats supported

6000+ hrs in 2018



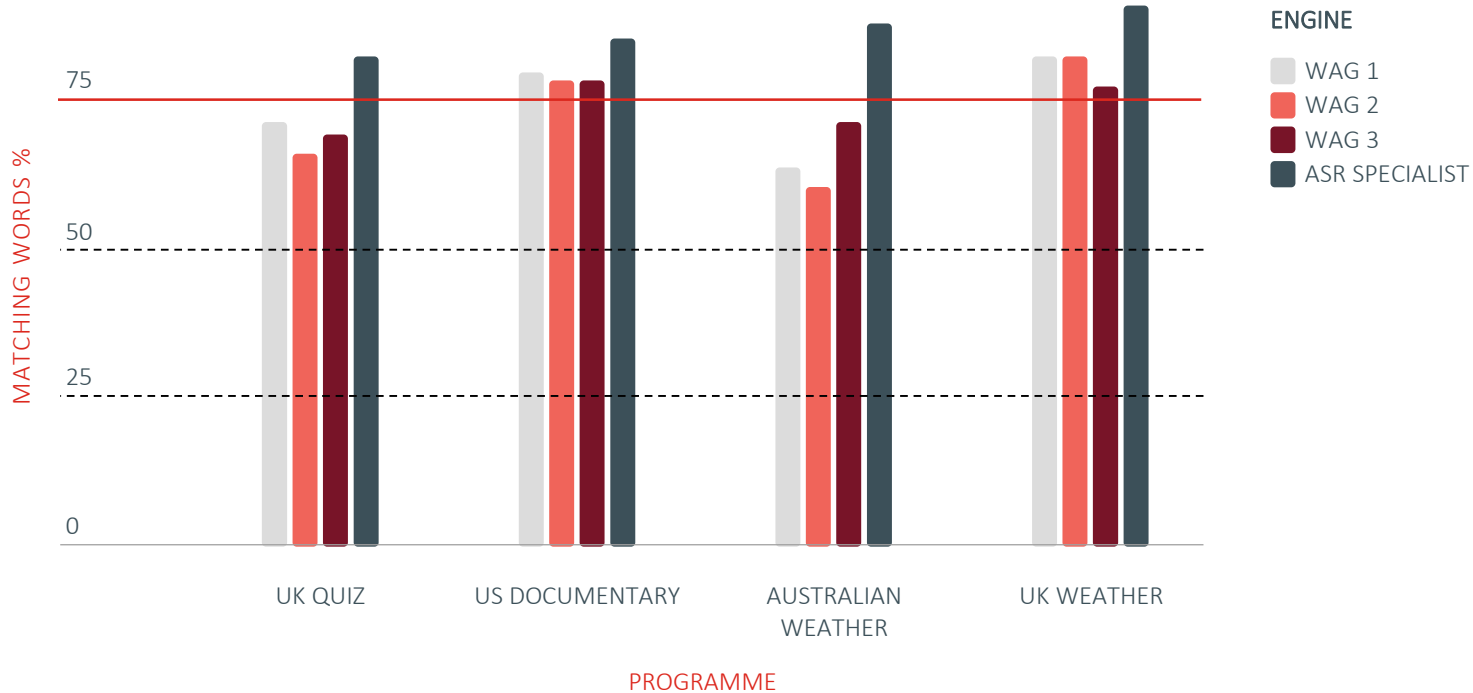
ACCESS SERVICES. WOW. AND NEXT.



ACCESS SERVICES. WOW. AND NEXT.

ENGINE COMPARISON BY PROGRAMME TYPE AND ACCENT

Different accents, different engines – why evaluation is important



ACCESS SERVICES. WOW. AND NEXT.

HOW YOUR AUDIENCE BENEFITS

- Content responds to their varied audio/visual needs
- Full participation in the wider viewing community
- The enjoyment of not missing out on live events
- Increased personalisation (“they’re speaking my language”)
- For those who are not Deaf or Hard of Hearing the choice of subtitles is a definite nice-to-have
- A true sense of being valued as a viewer
- The reward of being able to engage in post-viewing conversations

ACCESS SERVICES. WOW. AND NEXT.

Flexible, scalable, secure

- Maximize coverage and reach
- Multiple languages available
- Security and integrity-assured
- Keeping pace with regulatory changes

The finest technology

- Market-leading integration of automatic speech recognition
- Supporting multiple formats
- Dedicated studio facilities
- Purpose-built, high-quality platforms
- Plug-and-play deployments for events and conferences

Subtitling

- Live and pre-recorded translation

Industry-leading expertise

- High levels of service integration
- Consistent branding and presentation
- Audio description – over 20 years' experience for top tier broadcasters
- Sign language translation – both live and pre-recorded
- Accredited and experienced staff

Cost-effective access

- Automated and hybrid approaches
- Cloud technologies enabling flexible, scalable resourcing

Asset and schedule management

- Globally accessible production toolkit
- Secure management of captioning and proxy files
- Central point for management
- Allocation, tracking and reporting of all tasks



ACCESS SERVICES. WOW. AND NEXT.



Red Bee provided live captioning, live sign language translation and audio description to make this the first-ever completely accessible Paralympic Games.

We assembled, trained and rehearsed a dedicated global talent team, using cutting-edge technology to deliver the highest possible standards. We employed deaf translators, hearing interpreters and our state-of-the-art live production platform, Subito, to achieve a minimum standard of over 99% accuracy.

This broadcasting landmark resulted in nearly 1,000 hours of live captioning across Channel 4, More4 and ten online streams, supported by audio description and sign language. It dramatically brought the Paralympics to life for millions of viewers around the world.



CONTENT DISCOVERY. WOW. AND NEXT.

Great content wows your audience — but only if they can find it. This is where Red Bee's Content Discovery comes in.

We enhance your audience's relationship with the content they see, so encouraging them to see more. We do this through rich information, dynamic images and engaging trailers. The result? Your audience doesn't just find content but they enjoy the journey of seeking the right content for them.



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CONTENT DISCOVERY. WOW. AND NEXT.

How metadata brings your content to life

Metadata is at the heart of creating targeted content recommendations. By cataloguing linear schedules, digital listings, synopses, titles and a multitude of other data points we can bring structure to, and enrich, your content to its fullest potential.

The key to getting to know your audience? Effective analytics

Analytics enable you to measure and account for programming assets across several platforms. Numerous functions — including pre- and post-air reports, and content tracking across OTT — all serve the same goal: to know your audience better so you can serve them better.

Red Bee's Content Discovery is a modular stand-alone service or available as part of a managed service solution.

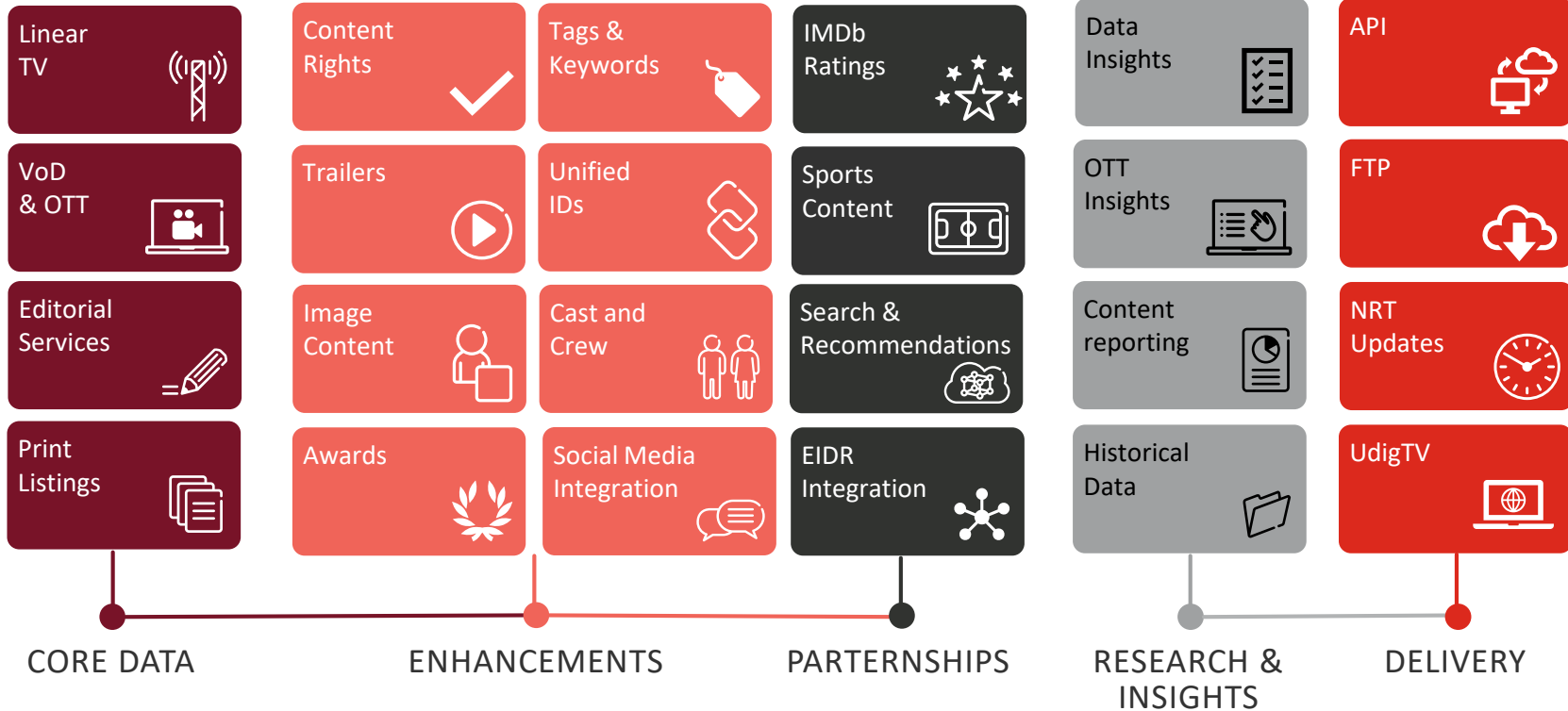


The essentials

- Database of more than 10 million video and audio assets
- 25 languages supported
- Image database covering 90% of all linear and non-linear programming
- Over 300 editorial and metadata experts
- More than 10,000 streaming/OTT/VoD sources globally

CONTENT DISCOVERY. WOW. AND NEXT.

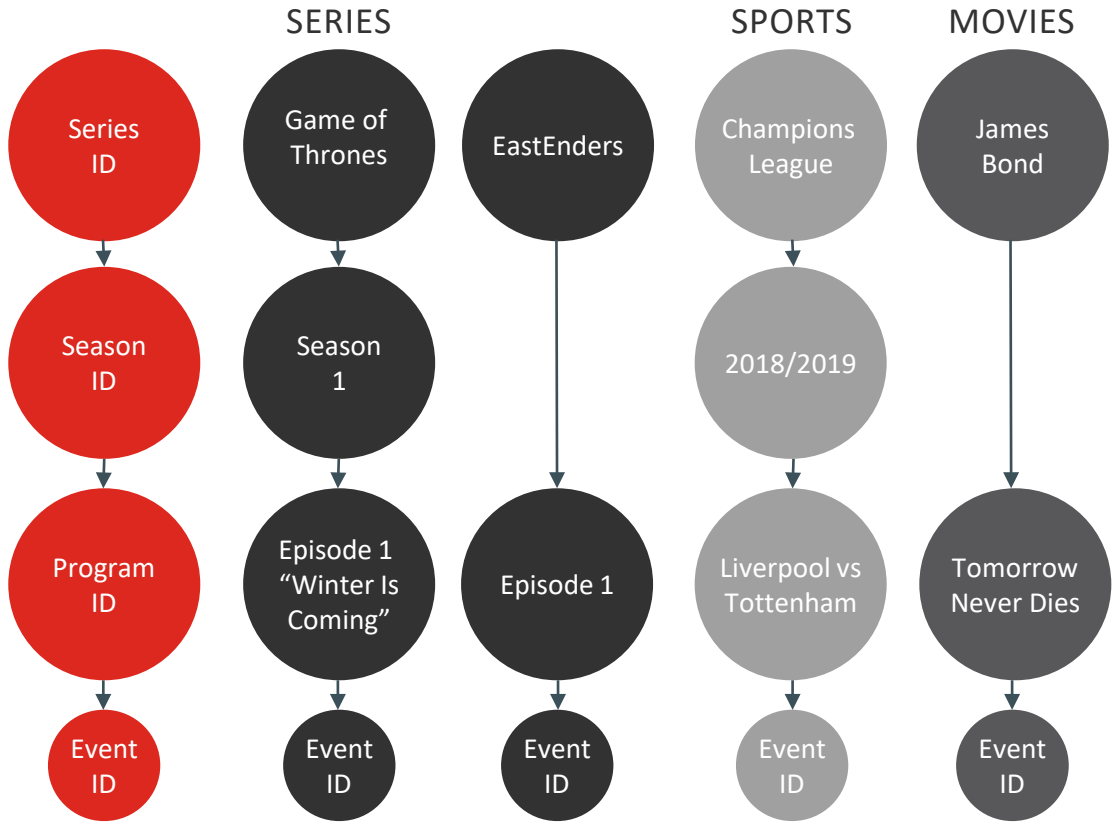
SERVICE FEATURES



CONTENT DISCOVERY. WOW. AND NEXT.

OUR UNIQUE ID STRUCTURE

- Group-linked Series, Seasons and Episodes – drives UI functionality (e.g. series binge viewing and recording)
- IDs at each level facilitate inheritance of data and level-specific data population
- Big sports championships group-linked



CONTENT DISCOVERY. WOW. AND NEXT.

CAST & CREW CONTENT

Red Bee's unique Cast & Crew ID's facilitates content navigation, discovery and recommendations.

Multiple data points and images captured:

- Cast & Crew credits on programmes
- Enhanced data including key dates and biography
- In/out of character and red carpet images



CREDITS GALLERY AWARDS SOCIAL RELATED ACTORS

GAL GADOT

BORN ROSH HA'AYIN

Studied law and international relations before becoming an actress.

Best known for her action roles in the "Fast & Furious" franchise and "Wonder Woman.".Served two years in the Israel Defense Forces.Was crowned Miss Israel in 2004.Was nominated for the 10th annual Shorty Award for Best Actor.Listened to the Beyonce song "Run the World" to prepare for her audition for "Batman v. Superman.".Was in contention for a lead role in "Quantum of Solace.".Shot scenes for "Wonder Woman" while five months pregnant.Is a native Hebrew speaker.

Born 30/4/1985 in Rosh Ha'ayin.



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CONTENT DISCOVERY. WOW. AND NEXT.

THE CASE FOR IMAGERY AND TRAILERS

The demand

- Next generation User Interfaces are increasingly visually driven
- VOD & Catch up usage is growing, impacting Broadcasters, VOD Platforms & Content providers
- Visuals drive content uptake & service experience

Strong case for Imagery and Trailers

The blockers

- Large video archives but lacking budget to produce trailers beyond top content?
- Trailers available but not tailored to specific context?
- “Local” content archives – even driven by EU legislation – but lacking means to promote it?

The benefits

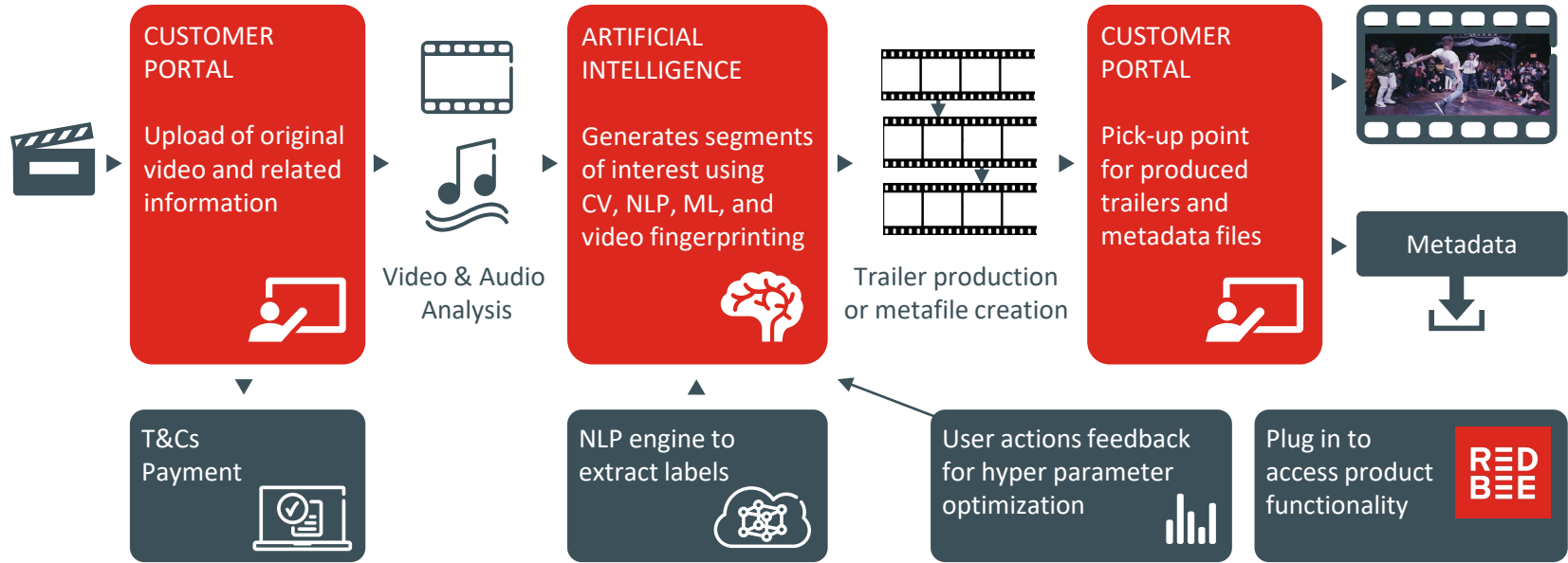
- Trailers are proven to engage viewers and drive users to purchase and watch content
- Effective advertising for your content thanks to visual and emotional nature of trailers
- Most influential form of promoting your content
- Applicable to more of your content thanks to low level cost structure
- UI designed to securely handle your assets with ease



CONTENT DISCOVERY. WOW. AND NEXT.

ARTIFICIAL INTELLIGENCE AND AUTOMATION AIDED TRAILER PRODUCTION

Content flow and pipeline



■ First release ■ Roadmap



CONTENT DISCOVERY.

WOW. AND NEXT.

HOW IT WORKS

TRAILER PRODUCTION

- Customer provisioning of original video assets and related metadata (e.g. genre, desired trailer duration)
- Online Customer Portal facilitates creation and download of produced trailer
- Video assets are processed through AI using video and audio stream analysis based on the selected content genre and connected AI model
- AI detects objects (e.g. actors, keywords) to support determining the best scene selection
- Spoiler prevention by exclusion of a pre-defined % of the original video
- Turnaround time for trailer production depends on video length, quality and type of content
- Possibility to overlay trailers with supplier provided or custom music

HOW IT WORKS

METAFILE CREATION FOR EDIT SUITE

- Customer provisioning of original video assets and related metadata
- Online Customer Portal facilitates creation and download of metafile for edit suite, which can be used as a starting point for manual trailer editing
- Video assets are processed through AI using video and audio stream analysis
- Metafile output including:
 - Source video attributes
 - Segment start and end times/frames
 - Labelling for actor and object identification per scene
- Turnaround time for metafile creation depends on video length, quality and type of content



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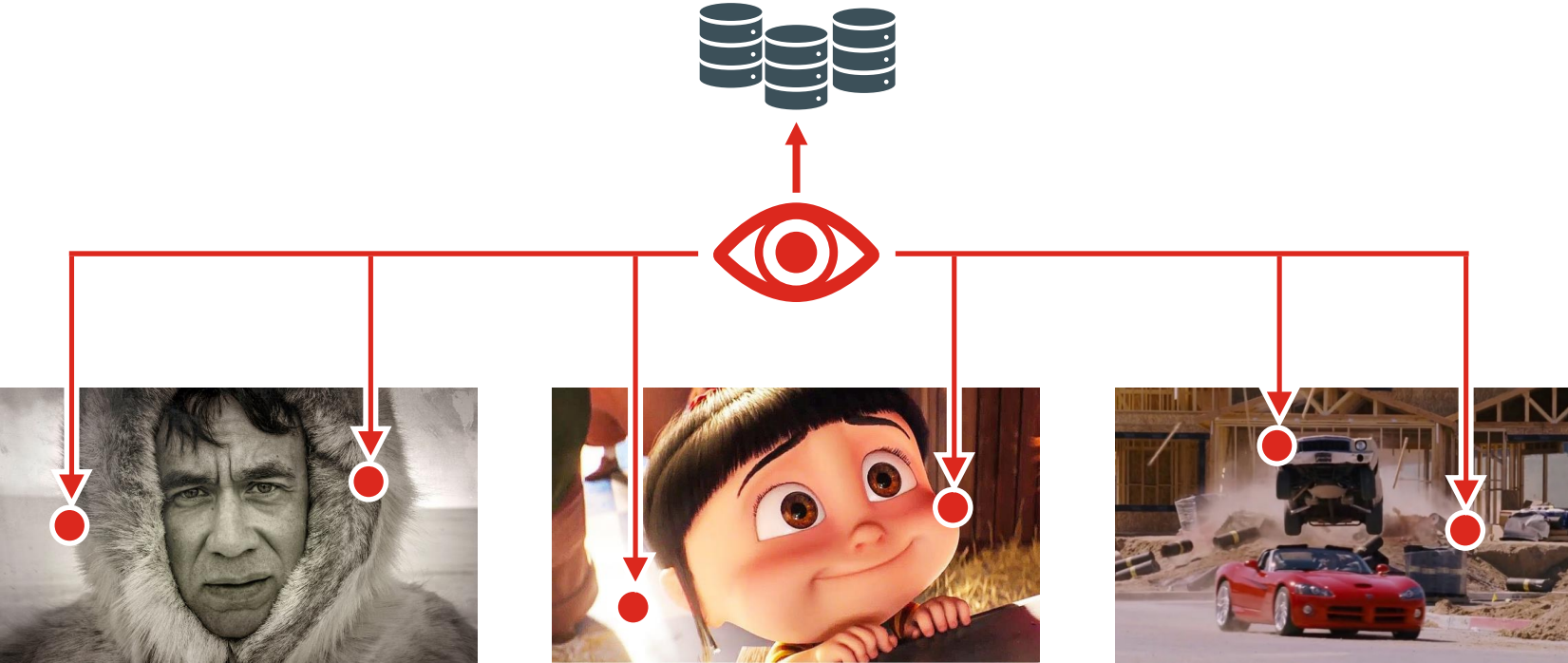


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CONTENT DISCOVERY. WOW. AND NEXT.

ARTIFICIAL INTELLIGENCE FOR VIDEO

Use computer vision for meta data extraction



CONTENT DISCOVERY. WOW. AND NEXT.

ARTIFICIAL INTELLIGENCE FOR AUDIO
Extract segments based on audio analysis



CONTENT DISCOVERY. WOW. AND NEXT.



HAIRY BIKERS

GENRE: COOKERY | LANGUAGE: EN

NORWAY – S1 E2

The Hairy Bikers start their epic 5,000-mile bakeation in Kristiansund on Norway's stunning west coast. As they travel, they meet extraordinary artisan bakers, who are only too keen to teach them how to make their Norwegian specialities. The Bikers also meet talented home-bakers, including 95-year-old Nikka, who rustles up waffles on her 65-year-old waffle-iron. The duo choose amazing locations to cook some of their favourite Norwegian recipes: Scandinavian rye bread, cardamom and lemon cookies, and pirogi (ham- and Jarlsberg-filled pastries). On their travels, they taste the Norwegian delicacies of brown cheese and aquavit, Si rediscovers his Viking roots, and they both push themselves to the limit when they attempt the Olympic bobsleigh run



CONTENT DISCOVERY. WOW. AND NEXT.



Series in which Ray Mears goes on an epic adventure into Canada's unforgiving yet inspiring landscape. Until David Thompson found a route through the Rockies, the west coast was effectively cut off from the rest of Canada. The unique cultures, skills and landscape of Canada's far west make it a rich and diverse place, a place where totem poles once dominated the landscape and people relied on the sea. Ray explores its bushcraft, nature and traditions as he completes his journey across Canada

RAY MEARS NORTHERN WILDERNESS

GENRE: DOCUMENTARY | LANGUAGE: EN

JOURNEY'S END – S1 E6



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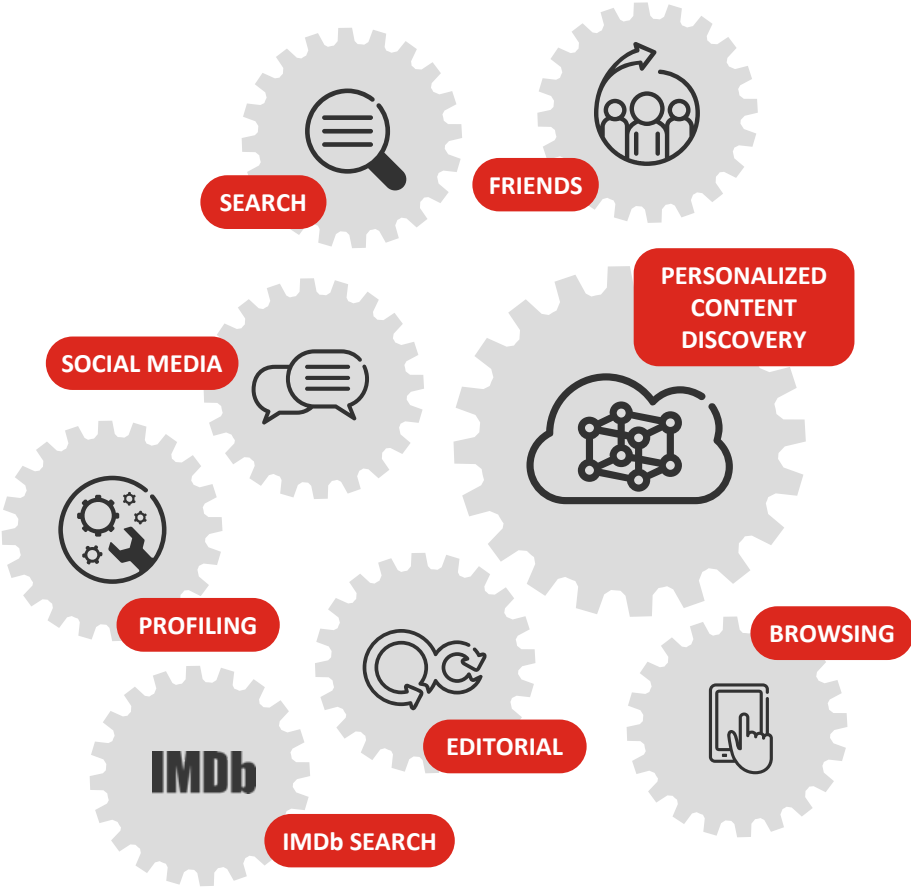
Your benefits

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CONTENT DISCOVERY. WOW. AND NEXT.

SEARCH AND RECOMMENDATIONS

- 1 Quick-to-market, no pre-existing user data required.
- 2 Fast-learning - relevant personalised recommendations with a few interactions
- 3 Modular set of algorithms via a single API call
- 4 Configurable business rules ensure promotion of content to customer business targets



CONTENT DISCOVERY. WOW. AND NEXT.

DATA INSIGHT TOOL

Having years of experience of providing large amounts of data, we recognise the importance of insights and transparency. In Red Bee, we have developed a tool which can be accessed on a daily basis to keep track of data delivery flow.

Key differentiators of the Red Bee Data Insights Tool include:

- Real-time web dashboard
- Core and premium reporting, including images
- Filter the channels in the UI by channel name
- Navigate into the details of the results and see the specific data behind the result
- Browse report results by day, week or quarter
- Filter the list of reports in the UI by groups
- Daily report results can be downloaded as a spreadsheet
- Metadata behind the results can be downloaded as JSON and spreadsheet
- Separate accounts by territory with report results for the specific line-up and metadata
- Web-based reporting dashboard

Reporting Dashboard

Select Report Type: Daily Report | Select Sources: All Sources | Reporting Period: 2019-09-10 > 2019-09-11, Reporting Ran: 2019-09-10T08:00:50.297Z

Source (136)	a. Year of Production	b. Production Country	c. Content Tags	d. Genre	e. Episode Number
Syfy	100.00	100.00	100.00	100.00	100.00
TCM	100.00	90.91	55.56	100.00	NA
TG4 HD	NA	NA	89.19	100.00	100.00
TLC	NA	NA	100.00	100.00	NA
TRTÉ	NA	NA	50.00	100.00	NA
Today FM	NA	NA	NA	100.00	NA
Universal	NA	NA	NA	NA	100.00
VH1	NA	NA	NA	NA	NA
VM One HD	NA	NA	NA	NA	NA
VM Three HD	NA	NA	NA	NA	100.00
Virgin Media 2	NA	NA	NA	NA	100.00

c. Content Tags (1. Program)
For all events, the tool checks for the presence of a content tag. Excluded genres: Adult, Religious, News, Weather, Sports.

Number Of Events	Applicable Events	Compliant Events	Non-Compliant Events
12	12	9	3

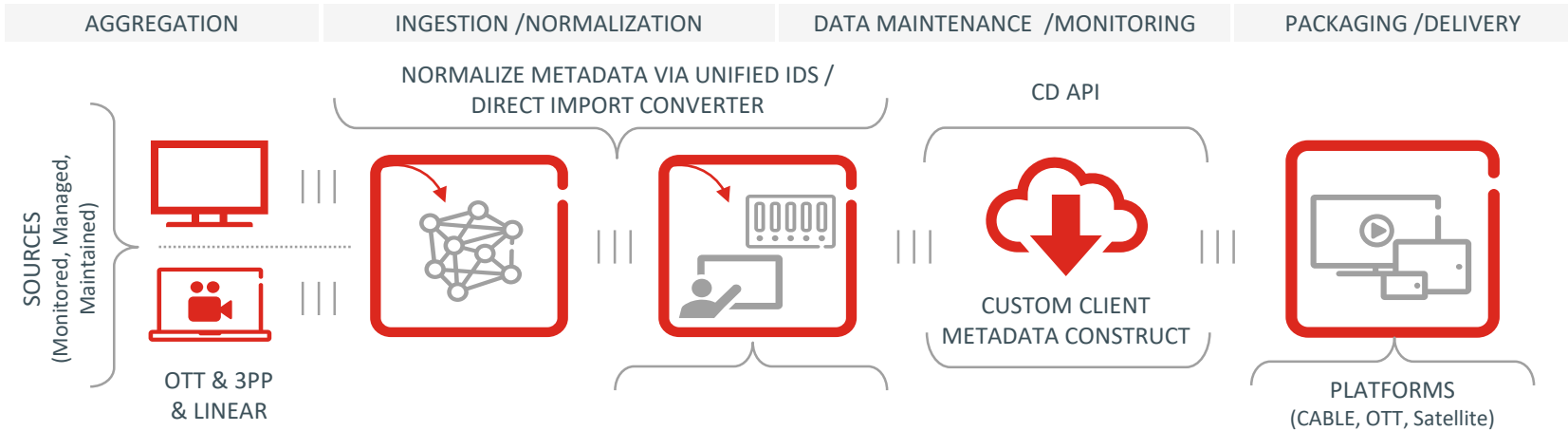
Non-Compliant events

Event ID	Title	Download
845432409	Beyond 100 Days	JSON XLSX
845432411	Beyond the Skills: In Search of the Cubs	JSON XLSX
845432414	Steve Jobs: Billion Dollar Happy	JSON XLSX



CONTENT DISCOVERY. WOW. AND NEXT.

METADATA PROCESSING AND DELIVERY



AUTOMATED FEED

Direct import from broadcasters and aggregators scheduling system

MANUAL PROCESSES

Schedule, billings, updates via email, phone, websites by native language speakers

EDITORIAL QA

- QA checks completed by senior editors after schedules are imported/enhanced
- On-going quality troubleshooting via feedback from broadcasters
- Regular QC checks on sample schedules by editorial management team

EDITORIAL QA CRITERIA

Schedule and data accuracy:

Ensures metadata accurately reflects information supplied by Broadcasters – schedule information, billing information, technical metadata.

Editorial style:

Check the style of descriptive metadata to ensure it reflects RBM editorial guidelines



CONTENT DISCOVERY. WOW. AND NEXT.

IMDb – HOW IT WORKS



RBM Content Discovery IMDb API

Customer platform

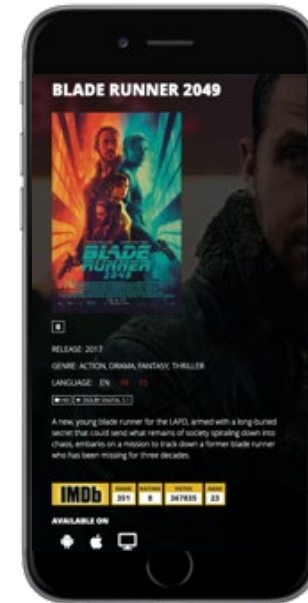
IMDb ID e.g. tt4154796



Customer has the IMDb ID already – simple, just look up the Red Bee Media IMDb API to return the ratings data.



Customer does **not** have the IMDb ID already – no problem. Red Bee's **Matching Service** takes customer's data and adds the IMDb ID and sends back. Customer looks up the Red Bee Media IMDb API to return the ratings data.



CONTENT DISCOVERY. WOW. AND NEXT.

ENHANCING YOUR CUSTOMERS' EXPERIENCE



The screenshot shows the IMDb interface for the movie 'Deadwood: The Movie'. At the top, there is a navigation bar with 'HOME', 'LIVE', 'VOD', 'DISCOVER', and 'SPORTS'. A search icon and the name 'Christopher Stark II' are also visible. The main content area features the movie title 'DEADWOOD: THE MOVIE' in large white letters. Below the title is a yellow IMDb logo with a rating of 7.7/10 and a TVMA rating box. To the left is a movie poster with the text 'WELCOME THE FUG BACK.' and 'DEADWOOD THE MOVIE'. To the right of the poster, there is a table with the following data:

IMDb	RANK	RATING	VOTES	AKAS
	146	7.7	9452	4

Below the table, it says 'AVAILABLE ON' with icons for Android, Apple, and a TV icon. Underneath is a 'RECOMMENDATION' section with thumbs up and down icons. At the bottom of the screenshot, there is a horizontal navigation bar with 15 dots, the 11th dot from the left is highlighted in red.



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TOP (250) RATED MOVIES LIST

This is a list of movies ranked by their current IMDb user rating.

It represents an “all-time” list, meaning there is no date range or weighting given to recency.

For the Top 250, only votes from regular voters are considered.

- The Top-Rated Movies list only includes theatrical features,
- Shorts, TV movies and documentaries are not included,
- The list is ranked by a formula which includes the number of ratings each movie received from users, and value of ratings received from regular users.
- To be included in the list, a movie must receive ratings from at least 25000 users.

Regular voters are those who have rated an estimated proportion of titles and casts. Using this estimate, IMDb can compare films across different genres uniformly.

IMDb	RANK	RATING	VOTES	AKAS
	220	9.3	2074109	28



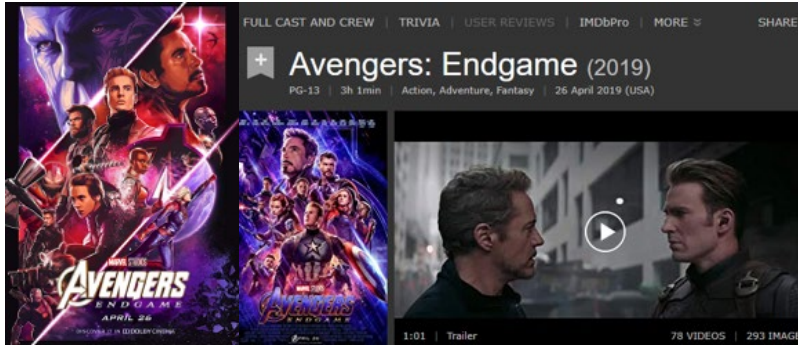
CONTENT DISCOVERY. WOW. AND NEXT.

MOST POPULAR MOVIES

Most popular movie and TV shows list - popularity of movie titles and actors is calculated based on the popularity and public awareness or interest in the movie, actor or company.

Most Popular Charts are based on the data collected from the search behavior of IMDb's more than 250 million monthly unique visitors to rank the hottest, existing or upcoming movies.

Most Popular Movie List calculations are based on weekly data.



1. Avengers: Endgame (2019)
PG-13 | 181 min | Action, Adventure, Fantasy | Completed
After the devastating events of Avengers: Infinity War (2018), the universe is in ruins. With the help of remaining allies, the Avengers assemble once more in order to undo Thanos' actions and restore order to the universe.
Directors: Anthony Russo, Joe Russo | Stars: Brie Larson, Scarlett Johansson, Karen Gillan, Tessa Thompson
[Get Showtimes](#)
Release Date: Wednesday

2. Captain Marvel (2019)
PG-13 | 123 min | Action, Adventure, Sci-Fi
★ 7.1 ☆ Rate 64 Metascore
Carol Danvers becomes one of the universe's most powerful heroes when Earth is caught in the middle of a galactic war between two alien races.
Directors: Anna Boden, Ryan Fleck | Stars: Brie Larson, Samuel L. Jackson, Ben Mendelsohn, Jude Law
Votes: 226,915 | Gross: \$400.03M
[Get Showtimes](#)
In 16 theaters near London EN UK [change]

3. Aladdin (2019)
PG | Adventure, Comedy, Family | Completed
A kindhearted street urchin and a power-hungry Grand Vizier vie for a magic lamp that has the power to make their deepest wishes come true.
Director: Guy Ritchie | Stars: Will Smith, Naomi Scott, Alan Tudyk, Billy Magnussen
[Coming Soon](#)
Release Date: May 22



CONTENT DISCOVERY. WOW. AND NEXT.



TOP (250) RATED MOVIES LIST

Top rated 250 is crated based on votes from regular voters:

- The Top Rated TV Shows list only includes TV series and TV miniseries
- The list is ranked by a formula which includes the number of ratings each show received from users, and value of ratings received from regular users
- To be included in the list, a series or miniseries must receive ratings from at least 5000 users, and a TV series must also have aired at least 5 episodes

Popularity of TV Shows list is calculated based on the popularity and public awareness or interest in the TV Show, actor or company.

Most Popular Charts are based on the data collected from the search behavior of IMDb's more than 250 million monthly unique visitors to rank the hottest, existing or upcoming movies and TV shows.

Most Popular Charts calculations are based on weekly data.



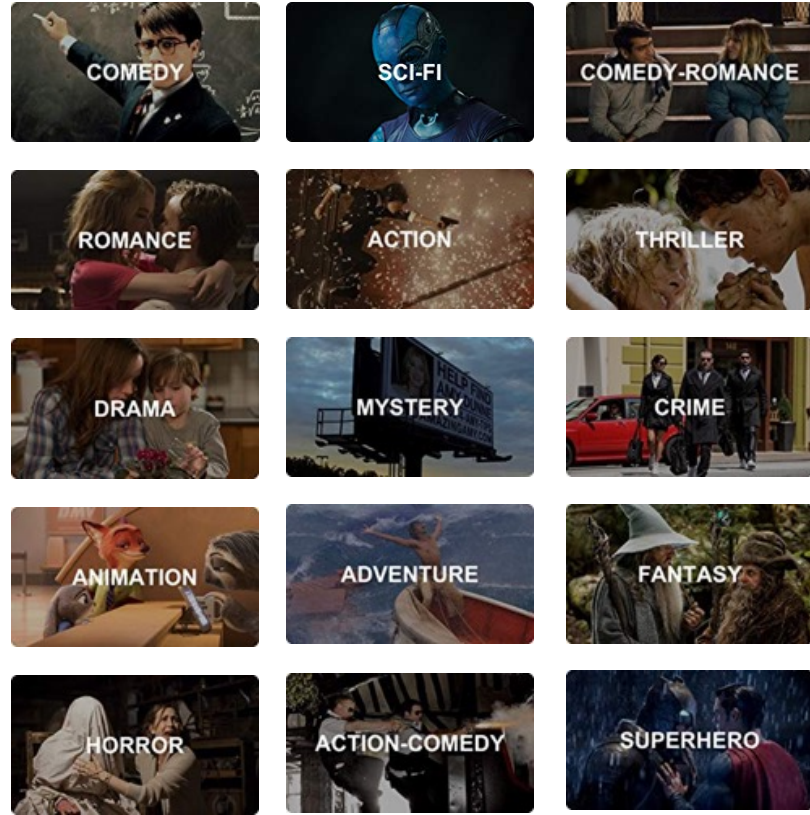
CONTENT DISCOVERY. WOW. AND NEXT.

MOST POPULAR PROGRAMME TITLES (MOVIES AND TV SHOWS) BY (SUB) GENRE

Popularity of Movies and TV Shows is calculated based on the popularity and public awareness or interest in the movie or TV show titles.

This title is based on the data collected from the search behavior of IMDb's more than 250 million monthly unique visitors to rank the hottest, existing or upcoming Movies and TV shows which is classified and structured using genres and sub-genres.

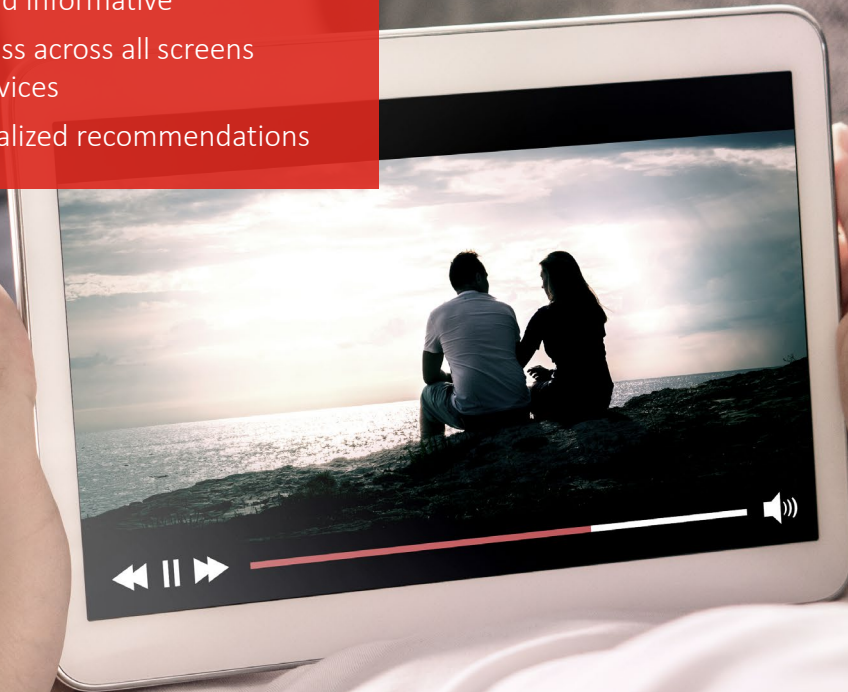
Most Popular Charts by (sub) genres calculations are based on weekly data.



CONTENT DISCOVERY. WOW. AND NEXT.

HOW YOUR AUDIENCE BENEFITS

- Accurate and always up-to-date
- Localized and multilingual
- Rich and informative
- Seamless across all screens and devices
- Personalized recommendations



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Benefits

- Seamless cross-platform configuration
- A global dataset for one-stop convenience
- Broad multilingual support
- Support for multi-region operations
- No need to deal with multiple data vendors or service providers
- Highly-skilled editors, sensitive and culturally aware

IMDb

The world's most popular and authoritative source for movie, TV and celebrity content.

- Influence consumer viewing
- Easier to find and choose content
- Share popularity awareness
- Drive users to purchase and subscribe to content
- Strengthen the value of your brand and service



CONTENT DISCOVERY. WOW. AND NEXT.

MULTINATIONAL TECH COMPANY

Needs

- A single multilingual supplier of metadata
- Strong technical capabilities for inclusion of TV listings data in proprietary SW
- Wide coverage of European countries

Approach

- Consultative approach to identify the most effective way to meet customer requirements
- Short turnaround to provide quick go-to-market route

Results

+800
unique channels

21
Countries covered

17
European languages

+15
years of customer relationship



CONTENT DISCOVERY. WOW. AND NEXT.

MULTINATIONAL TELCO COMPANY

Needs

- Launch of new TV platform that combines linear TV with cloud DVR, VOD, voice remote capabilities and integrated OTT apps
- One-stop shop with strong technical and editorial capabilities to cover existing and future metadata requirements

Approach

- Phased approach to match metadata provision to planned launch dates
- Multi-territory discounts for overlapping channels
- Constant monitoring and review of service to ensure platform development

Results

+1,700
unique channels coverage

4000+
VOD assets including metadata and images

27
different languages

+8
years of customer relationship



CONTENT DISCOVERY. WOW. AND NEXT.

UK MIDDLEWARE PROVIDER

Needs

- Supply of Metadata for proprietary set top box
- Delivery of Linear Data for agreed list of UK Channels and top 5 daily picks
- Bespoke aspect ratio (14:9) for image provision

Approach

- Technical consultancy to define metadata delivery requirements
- Channels split in Premium and Standard to ensure cost-effectiveness
- Image delivery tailored to customer requirements

Results

+1,10

unique UK channels coverage

+94%

image coverage vs 80% as per SLA

5

daily picks editorially built

+5

years of customer relationship



CONTENT DISCOVERY. WOW. AND NEXT.



UK DTT PLATFORM

Needs

- Linear EPG data for Web TV Guide (UK channels)
- Regional variations for main UK channels
- Top 7 daily picks
- Image provision for all channels
- API delivery

Approach

- Tailored API delivery to ensure timely update of Web TV Guide
- 24x7x365 service availability, with less than 0.5% downtime pcm

Results

+220

UK channels

+90%

image coverage

7

daily picks editorially built

+11

years of customer relationship



CONTENT DISCOVERY. WOW. AND NEXT.

CANADIAN TELCO & MEDIA COMPANY

Needs

- Supply of linear and VOD Metadata for client new IPTV platform
- Delivery of rich selection of images in custom format
- Ability to work close with content providers and client's own teams

Approach

- Utilising multi-language capable platform and automation workflows
- Introducing API delivery workflows
- Image delivery tailored to customer requirements

Results

- +40,000**
VOD titles from more than **100** content providers
- +600**
channels in **3** languages
- +700,000**
subscribers
- +35**
schedules delivered via custom solution



CONTENT DISCOVERY. WOW. AND NEXT.

MULTINATIONAL MEDIA & ENTERTAINMENT COMPANY

Needs

- Asset ID Mapping
- Metadata and airing information
- Assets performance tracking
- EIDR ID
- Data analysis and audience monitoring
- Content rights governance
- Cast and Crew residual management

Approach

- Tailored FTP report delivery for historical and advanced schedule data
- ID matching and EIDR cross-platform identification

Results

+2,000
channels analyzed

+10,000
assets matched

365
reports

+100%
accurate detailed data delivered



CONTENT DISCOVERY. WOW. AND NEXT.

MULTINATIONAL TELCO COMPANY

Needs

- One vendor capable to deliver custom solutions across different territories
- Delivery of complex content rights, kids programming, catch up flags, deep-links, bespoke images formats

Approach

- Utilising multi-language capable platform and automation workflows
- Introducing API delivery workflows
- Image delivery tailored to customer requirements

Results

+2,600

VOD titles

+165

channels

+7

content providers

3

territories



PLAYOUT.

WOW. AND NEXT.

Your viewers want exciting content, flawlessly delivered — and when they've seen it, they'll want to watch more.

Red Bee Media excels in two areas. We create your channel, exactly to your schedule; we broadcast your content and brand to the audience, exactly to your specification. With expertly managed services and efficiently delivered products, we work to the highest possible stands of quality, service and security. You and your viewers deserve nothing less.



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PLAYOUT.

WOW. AND NEXT.



The essentials

- Red Bee delivers over 300 linear channels worldwide including some of the largest and most complex such as BBC1, ITV1, TV4, and Canal+OS.
- Red Bee delivered Europe's first UHD channel (BT Sport).

THE FINEST PLAYOUT SERVICES IN THE MARKET

Our playout services are recognized as the very best in the industry. Red Bee can deliver your requirements from the simplest 'thematic' channels using only pre-recorded content to highly sophisticated 'dynamic' channels that are constantly changing for editorial reasons. These channels can feature highly reactive, rolling or breaking news, live events, advanced on-screen graphics and regional variations. We will work with you to launch and manage a full service transformation to fully upgrade and optimize your media capabilities.

All our playout clients benefit from Red Bee's ongoing investment in new technology and our continuous development of better, more innovative products and solutions.

Taken together, this enables you to get the best possible service at the quality your viewers deserve.



PLAYOUT.

WOW. AND NEXT.

Which playout service works best for you?

Managed Dynamic Playout is for complex, regionalized channels featuring dynamic live events with fast-changing content and commercials. We are experts in managing multiple live inputs, dynamic scheduling, regional content variations and advanced on-screen graphics.

Managed Thematic Playout is our product for channels with pre-recorded content. Our range of options includes multi-language processing, graphics, captions, regional opts, voice-overs, ad insertion, HD and SD input and output conversion, and +1 variants.

Red Bee's Media-Centric Private Cloud is the platform on which our Managed Playout products are hosted. Our unique, software-only, fully uncompressed IP video, and virtual environment allows us to deliver the quality and agility our clients demand. Your channels can be resilient both within and across our data centers.



PLAYOUT.

WOW. AND NEXT.

Cloud Playout Recovery (CPR)

If you run your own playout operation, or your current playout services come from a single facility, you can add cost-effective disaster recovery (DR) provision with our Cloud Playout Recovery.

Cloud Playout Recovery (CPR) is a solution based in the public cloud for the automated provisioning of DR playout services in the event of a main system failure.

Using the commercial benefits of public cloud and automated failure detection, CPR offers a more cost-effective DR solution than total site duplication. Incurring a relatively small cost while dormant, the full operational cost only kicks in when the DR service is called into use.

All schedule and media integration operate via our standard platforms that already serve our main Playout, Media Management, and VoD preparation services.

Once on board, customers pay a monthly fee for access to CPR and support of the playout service while it is dormant. A daily usage fee is only charged when the CPR system is up and running.

Customers using CPR can update the content and playlists as often as they like so the service can either hold 'evergreen' material that is not refreshed regularly or act as a replica of the current channel schedule.



While accepting playlists and media, CPR regularly checks the 'heartbeat' of the main system. Simultaneously, it keeps the compute-intensive player dormant.



If the system goes down, CPR detects the missing heartbeat, sends an alert and awakens the compute-intensive player.



CPR loads playlists and media, cues media to the correct position and outputs the stream to a pre-determined IP address.



PLAYOUT. WOW. AND NEXT.



Key benefits

- Significantly reduce costs
- Increase the quality/resilience of operations
- Smoothly transform services to HD/UHD
- Efficiently manage a high volume of live or dynamic events
- Flexibility: Managed Service or modular service elements
- Easily customizable
- Gain from established large-scale economies
- Benefit from developments on our centralized platform
- Pay-as-you-go options available
- Simple and cost-efficient set-up for temporary or event-based channels
- A faster, lower-risk channel deployment model
- Avoid needs for local hardware or CAPEX facilities
- CPR recovers streaming in the unlikely event that playout goes down
- Agreements customized to match your needs and goals
- We respond fast with effective, trusted results

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BT sport chose Red Bee to provide services in a number of different areas: they needed media management, playout and MCR for five linear channels; they also requested six interactive red-button channels. Furthermore, they needed the best in compliance and VoD services, dynamic advertising and live pre-recorded captioning and audio description.

In response we designed, built and operated a dedicated playout and media service to broadcast premium, live sports channels. We ensured a smooth launch, high quality of service and rapid deployment of red button services. In doing so, we delivered a complex UHD project on time, on budget and to the client's satisfaction.



“ Ericsson have a huge role to play because it is about technology, not for technology's sake, but for enabling us to put more on screen.”

JAMIE HINDHAUGH
COO, BT Sport .

ONLINE REFERENCE. WOW. AND NEXT.

Please scan the QR code to visit the IBC 2019 resource hub for further information on all Red Bee end-to-end services.



Instructions

Step 1

Launch your camera app (iOS) or your scanning app (Android).

Step 2

Position your phone so the QR code appears in the digital viewfinder.

Step 3

Tap on the notification to launch the Red Bee IBC 2019 hub page.

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