IBM Cloud Video products automate premium content preparation, management, publishing, and monetization of on-demand and live streaming services across business models

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At a glance

IBM® Cloud Video delivers the following features and services:

- Workflow platform that simplifies multiscreen video logistics to accelerate growth
- Live and on-demand video platform for multiple uses and audiences
- Global scale and reliability
- Insights into viewer consumption across devices
- Asset and metadata management
- Video workflow automation
- Distribution to third-party video services that include multichannel video programming distributors (MVPDs) and digital content aggregators
- Content protection and digital rights management (DRM) integration
- Monetization through support for subscription and advertising models
- User access and user rights management with tools for subscriber care
- Enablement of a consistent cross-device experience that includes personalization and content discovery

Overview

Video is fundamentally changing the way information is consumed and communicated. On every screen, it engages everyone, is a medium for entertainment, and can gather and share information for conducting business.

For media and entertainment companies, producing the correct video can be difficult and the stakes are high. It is the fabric of their business. For other enterprises, the challenge is to realize how to effectively manage and distribute video assets within an organization.

Cloud Video provides video streaming solutions that can help enable enterprises open up new revenue streams and enhance communication for a variety of audiences. Whether video is the business or it supports the business, Cloud Video solutions:

- Support live and on-demand video streaming.
- Can streamline video preparation and delivery.
• Provide catalog and subscriber management.

Enhanced by cognitive insights, the Cloud Video platform can help provide 360-degree views into the viewer's habits and behavior. With high reliability and real-time scalability, Cloud Video can help enable new opportunities to utilize and monetize video to enhance business goals.

Cloud Video products address many of the key challenges in video management and delivery by:

• Offering a platform that simplifies multiscreen video logistics to help accelerate growth
• Supporting live and on-demand video for multiple users and audiences
• Integrating actionable insights into viewers and consumption habits to help drive high quality, relevant experiences

In December 2015, IBM acquired Clearleap(R), Inc, a leading provider of cloud-based video services, to boost its cloud computing initiatives. IBM incorporated the video technologies of Clearleap into the IBM Cloud portfolio of products to enable full video logistics management and distribution. It is part of the broader IBM strategy to help clients unlock the value of video as it grows in importance in business. IBM advances its cloud strategy to improve the performance and management of this powerful tool, and to help clients extract insight.

Key prerequisites

Cloud Video products require an internet connection and a workstation with a browser.

For specific browser requirements, refer to the Technical information section.

Planned availability date

September 6, 2016

Availability of programs with encryption algorithm in France is subject to French government approval.

Description

This Cloud Video solution consists of three products:

• Logistics Manager
• Catalog and Subscriber Manager
• Verified Access

Logistics Manager

Logistics Manager is a multiscreen video logistics tool that simplifies the management and distribution of video content across platforms and devices. It helps alleviate the complexity of ingesting, compiling, and preparing metadata; and video assets for delivery to any screen. The solution manages and implements content preparation from post-production to delivery to any supported platform or destination, using powerful multiscreen video logistics and workflow intelligence capabilities that help maximize operational efficiencies and control.

Major functions include:

• Ingestion of video from multiple sources
• Multi-platform transcoding
• Sophisticated metadata management, including metadata normalization
• Preparation for dynamic advertising insertion
• Comprehensive video packaging that includes adaptive bit rate (ABR) packaging
• Protection for stored data and data center failover support

Intelligent workflow tools can be configured for manual or automatic publishing from various ingest sources to many end destinations.

Central to the value of Logistics Manager are its workflow and metadata management capabilities. The Logistics Manager includes an easy-to-use interface that provides control over video assets within the system. The interface enables users to examine the state of every asset for a given account. In addition, it allows users to upload, process, quality check, approve or reject, distribute, and archive content.

Metadata management is another feature of Logistics Manager. Logistics Manager provides a set of metadata management tools, which includes metadata templates, rule sets, and plug-ins, that enable manipulation of metadata when needed. These can be applied on ingest, during processing, and when content is published. This helps reduce the manual effort of managing and publishing content.

Logistics Manager provides a scalable service that can grow with transcoding, storage, and device support needs. With robust APIs, the Logistics Manager can plug into existing infrastructure to help ensure client's existing investments are maximized, whenever possible.

Logistics Manager offers these benefits:

• Scalable service growth with transcoding, storage, and distribution needs
• Programming flexibility for web; internet; online; multiscreen-based; linear, video on demand; and electronic sell-through offerings
• Video processing (transcoding, publishing, distribution, and packaging) at high-video quality
• Ability to create many programming packages and publish to different destinations and offerings from a single set of uploaded content
• Many multiscreen formats from a single mezzanine file
• Ability to control the entire process and delivery that include notifications and monitoring
• Modification of metadata and availability windows
• Flexible delivery and schedules that reduce the length of queues
• More rapid speed to market and quicker turn-around
• Secure, private, cloud-based environment that protects your content
• Outsourced management while retaining control and visibility into the entire process

Catalog and Subscriber Manager

Catalog and Subscriber Manager helps simplify the administration of direct-to-consumer online video streaming services, with dashboards for catalog management and subscriber support.

Catalog and Subscriber Manager provides robust catalog management with the ability to publish and manage video offerings, enforce content license windows, curate content categories and adjust metadata and availability windows on-the-fly, while propagating changes to the user across multiple screens.

The subscriber management tools provided by Catalog and Subscriber Manager support identity management and also user authentication and authorization. From sign-up through sign-in authentication to connection to billing systems, Catalog and Subscriber Manager simplifies user management. This helps provide a high level of
security throughout the process to help ensure customer information is secure and that content is made available to the appropriate customer.

Catalog and Subscriber Manager flexibility supports evolving audience monetization models for video on demand (VOD) that include the following authenticated models:

- Advertising (AVOD)
- Free (FVOD)
- Subscription-based (SVOD)
- TV Everywhere (TVE)

It also offers the ability to offer free trials and promotions and plug-in capabilities to direct and third-party billers.

The benefits of Catalog and Subscriber Manager include:

- User sign up and authentication
- Flexible access controls
- Device and stream authorizations
- Customer care and analysis tools
- Billing connect for direct-pay models
- Name, description, and image updates
- Category management, that include adding and removing categories
- Recommended titles list creation and publication
- Cross-screen discovery and experience continuity
- Dynamic display using license rules and user access
- Adaptive streaming and playback authorization

**Verified Access**

Verified Access enables service providers to provide subscribers with access to multiple, online entertainment channels and services with one federated login. Subscribers can access premium content such as TV shows, movies, sports, and other subscription-based content from premium-content providers and TV broadcasters.

Verified Access performs user entitlement and validation checks against the service provider's billing and identity system, in order to grant access to entitled content from multiple providers.

**Reference information**

For information on the IBM acquisition of Clearleap, Inc, refer to the [IBM News room](https://www.ibm.com/).
Offering Information

Product information is available on the IBM Offering Information website.

More information is also available on the Passport Advantage® and Passport Advantage Express® website.

Publications

Documentation can be found in the Cloud Video Knowledge Center.

Services

Global Technology Services

Contact your IBM representative for the list of selected services available in your country, either as standard or customized offerings for the efficient installation, implementation, or integration of this product.

Technical information

Specified operating environment

Hardware requirements

Cloud Video management applications require:

- A workstation that supports one of the web browsers as listed in the Software requirements section
- A direct, internet connection

Software requirements

Cloud Video management applications require one of the following web browsers:

- Microsoft™ Internet Explorer 10 and 11
- Mozilla Firefox, current version for your operating system and ESR 38
- Google Chrome, current version for your operating system
- Safari, current version for Mac

The program's specifications and specified operating environment information may be found in documentation accompanying the program, if available, such as a readme file, or other information published by IBM, such as an announcement letter. Documentation and other program content may be supplied only in the English language.

Planning information

Packaging

This offering is delivered through the Internet. There is no physical media.

Ordering information
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More information can be found on the IBM Software Value Plus website.

To locate IBM Business Partners for Software Value Plus in your geography for a specific Software Value Plus portfolio, go to the Find a Business Partner page.

Product Group: Cloud Video Open

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Product Category: Cloud Video

Passport Advantage

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**Charge metric**

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**Authorized User**

Authorized User is a unit of measure by which the program can be licensed. An Authorized User is a unique person who is given access to the program. The program may be installed on any number of computers or servers and each Authorized User may have simultaneous access to any number of instances of the program at one time. Licensee must obtain separate, dedicated entitlements for each Authorized User given access to the program in any manner directly or indirectly (for example, through a multiplexing program, device, or application server) through any means. An entitlement for an Authorized User is unique to that Authorized User and may not be shared, nor may it be reassigned other than for the permanent transfer of the Authorized User entitlement to another person.

**Note:** Some programs may be licensed where devices are considered users. In that case, the following applies. Any computing device that requests the execution of or receives for execution a set of commands, procedures, or applications from the program or that is otherwise managed by the program is considered a separate user of the program and requires an entitlement as if that device were a person.

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Asset is a unit of measure by which the IBM SaaS can be obtained. An Asset is any tangible resource or item of value to be managed, including production equipment, facilities, transportation, IT hardware and software. Any resource or item with a unique identifier in the IBM SaaS is separate Asset. Sufficient entitlements must be obtained to cover the Assets accessed or managed by the IBM SaaS during the measurement period specified in Client’s Proof of Entitlement (PoE) or Transaction Document.

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Engagement is a unit of measure by which the services can be obtained. An Engagement consists of professional and/or training services related to the IBM SaaS. Sufficient entitlements must be obtained to cover each Engagement.

**Event**

Event is a unit of measure by which the IBM SaaS can be obtained. Event entitlements are based on the number of occurrences of a specific event related to the use of the IBM SaaS. Event entitlements are specific to the IBM SaaS and the type of event may not be exchanged, interchanged, or aggregated with other Event entitlements of another IBM SaaS or type of event. Sufficient entitlements must be obtained to cover every event that occurs during the measurement period specified in Client’s Proof of Entitlement (PoE) or Transaction Document.

**Hour**
Hour is a unit of measure by which the IBM SaaS can be obtained. Sufficient Hour entitlements must be obtained to cover the total number of whole or partial Hours of the IBM SaaS used during the measurement period specified in Client's Proof of Entitlement (PoE) or Transaction Document.

**Instance**

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**Item**

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The program's Terms of Use and CSA Service Description document is available on the Software as a Service terms website.

**Limited warranty**

If warranted, refer to the warranty as stated in the Terms of Use document or the Cloud Services Agreement for this offering.
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**Statement of good security practices**

IT system security involves protecting systems and information through prevention, detection, and response to improper access from within and outside your enterprise. Improper access can result in information being altered, destroyed, or misappropriated or can result in misuse of your systems to attack others. Without a comprehensive approach to security, no IT system or product should be considered completely secure and no single product or security measure can be completely effective in preventing improper access. IBM systems and products are designed to be part of a lawful, comprehensive security approach, which will necessarily involve additional operational procedures, and may require other systems, products, or services to be most effective.
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Prices

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