



**SIMPLIFYING**  
**VIDEO FILE**  
**WORKFLOW**

**Education Seminars on Common File  
Specifications for North America**

**May 04<sup>th</sup>, 2017 – New York**



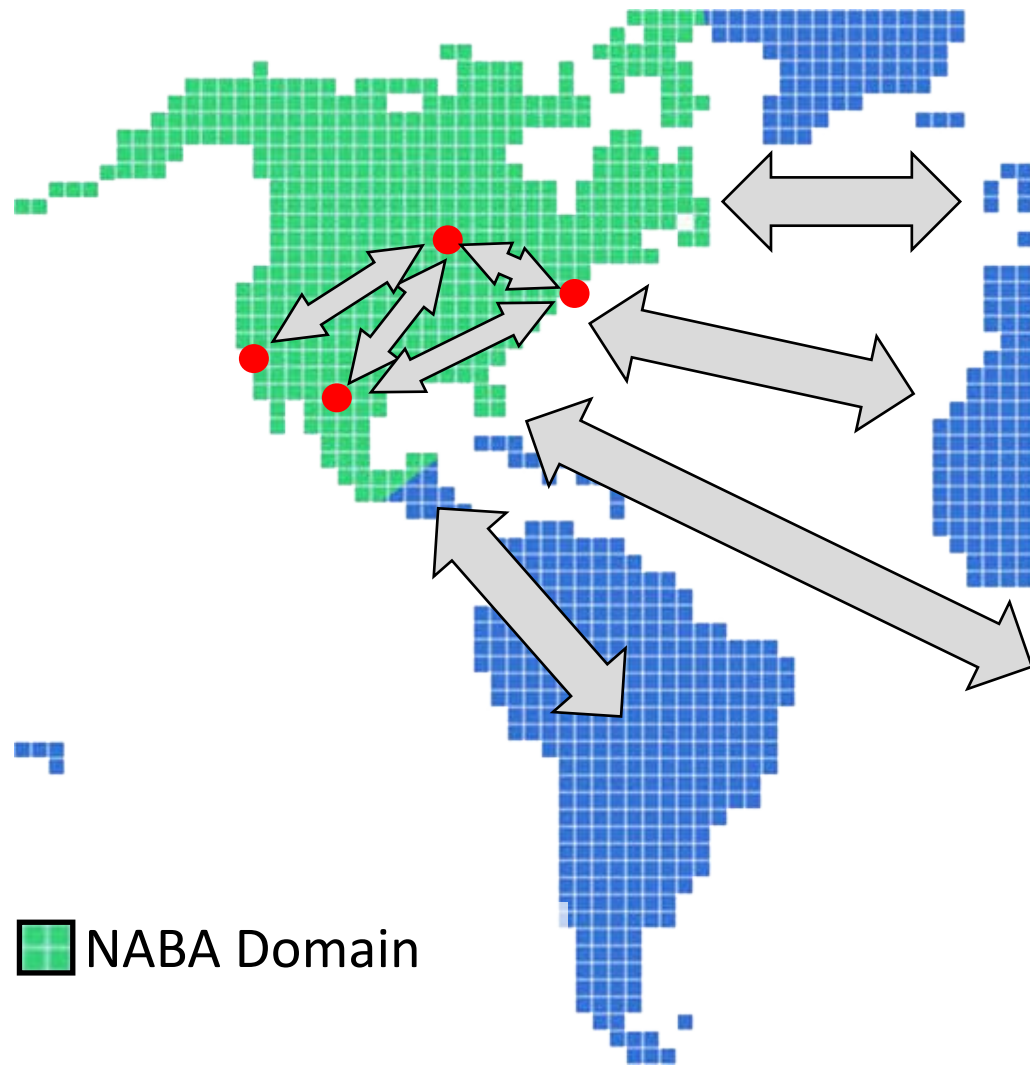


# NABA DPP – A Broadcast Perspective

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Thursday, May 4, 2017

# Generic Broadcasting Company (GBC)



 NABA Domain

Content Creation

Traditional Broadcast

Online Streaming and Download

Domestic and Int. Distribution

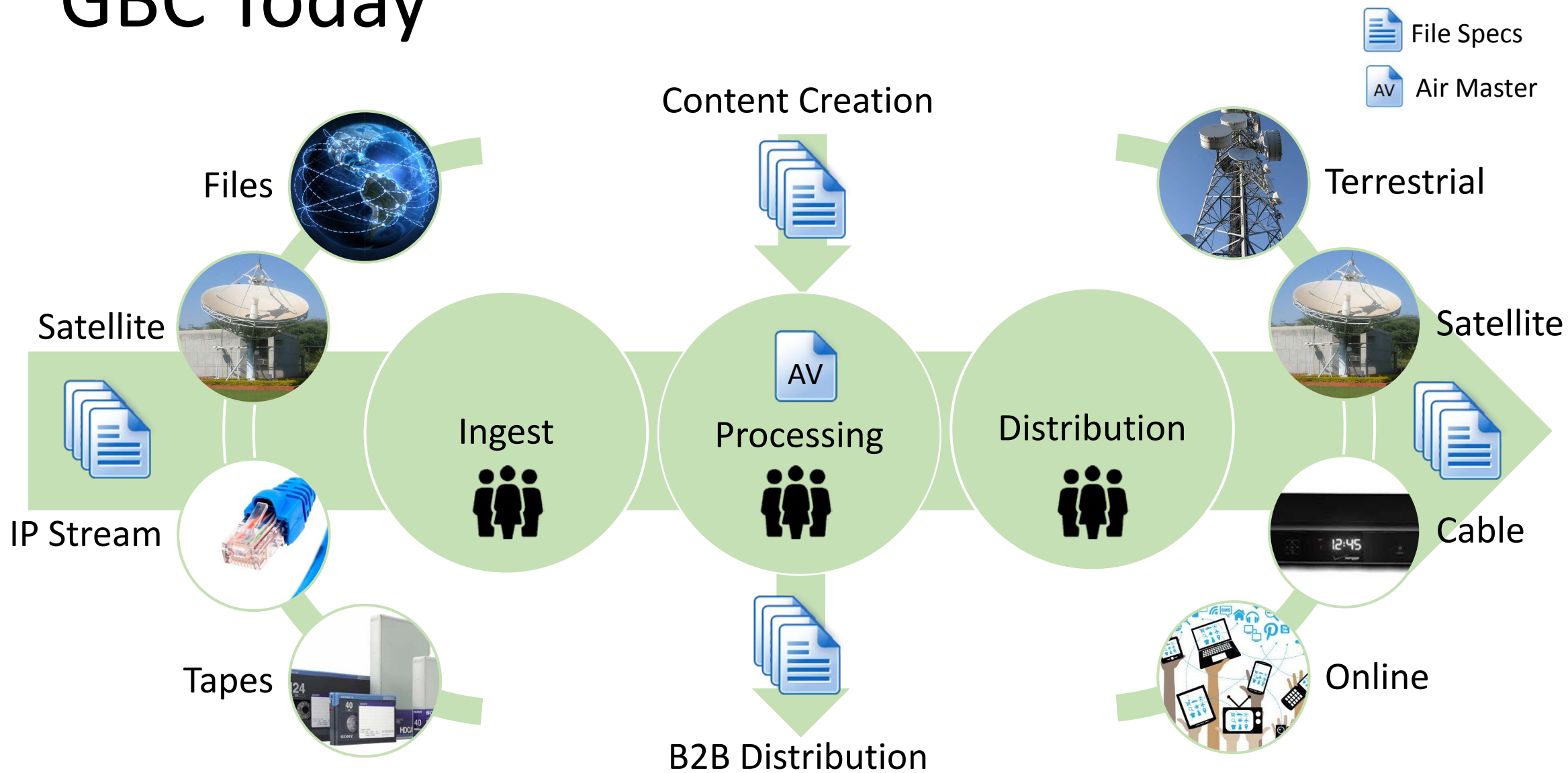
Be on all Platforms

Do more with less

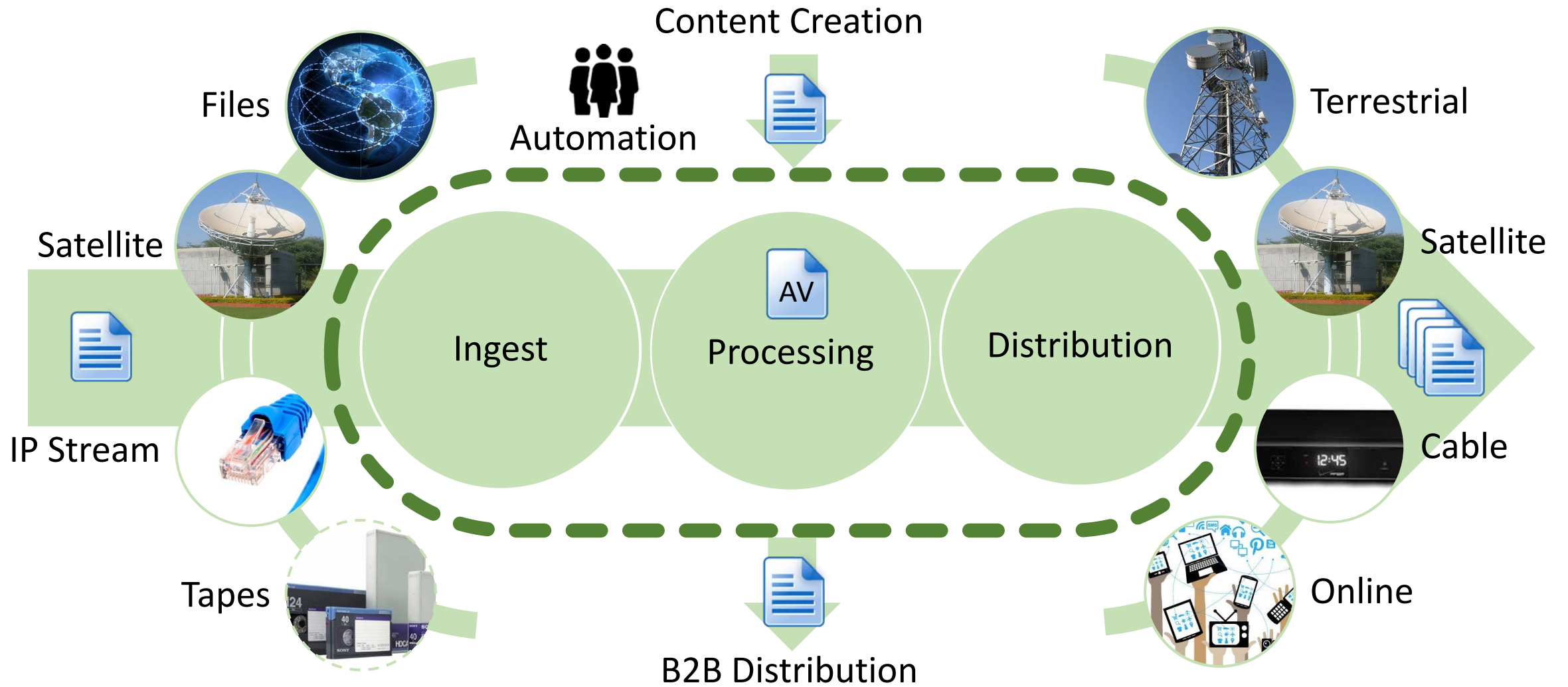
# What is GBC concerned about?



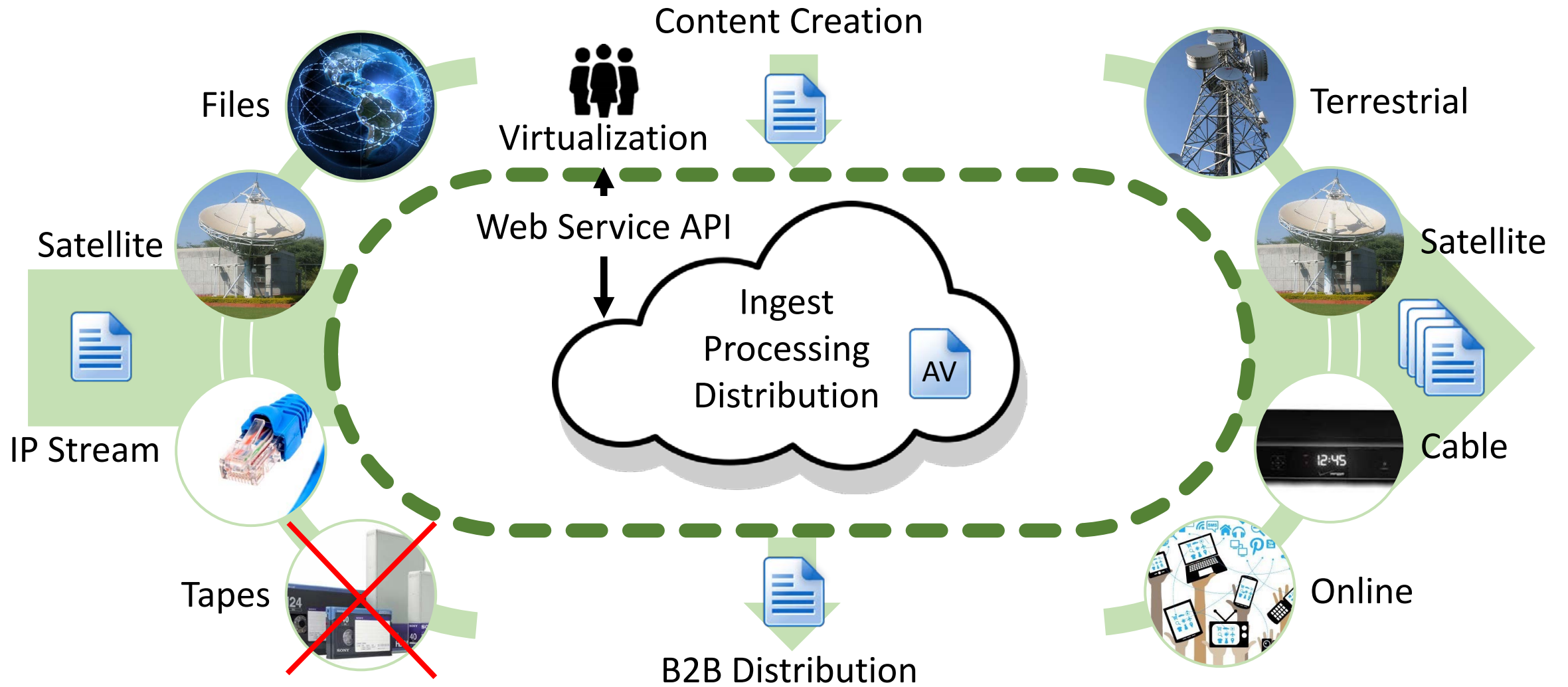
# GBC Today



# GBC's next step

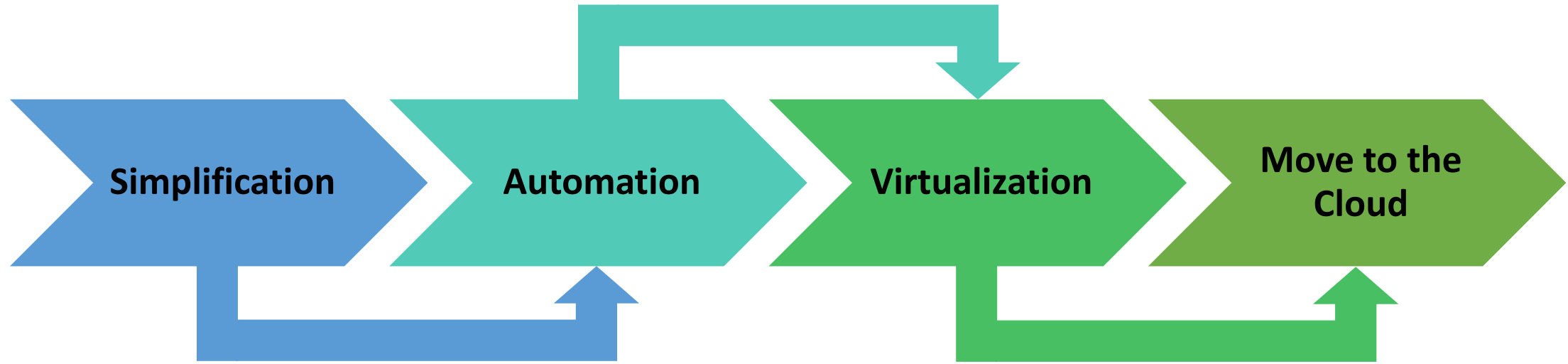


# Future of GBC



# Path to the Cloud

- Software only applications
- Commodity hardware
- IP interconnection only



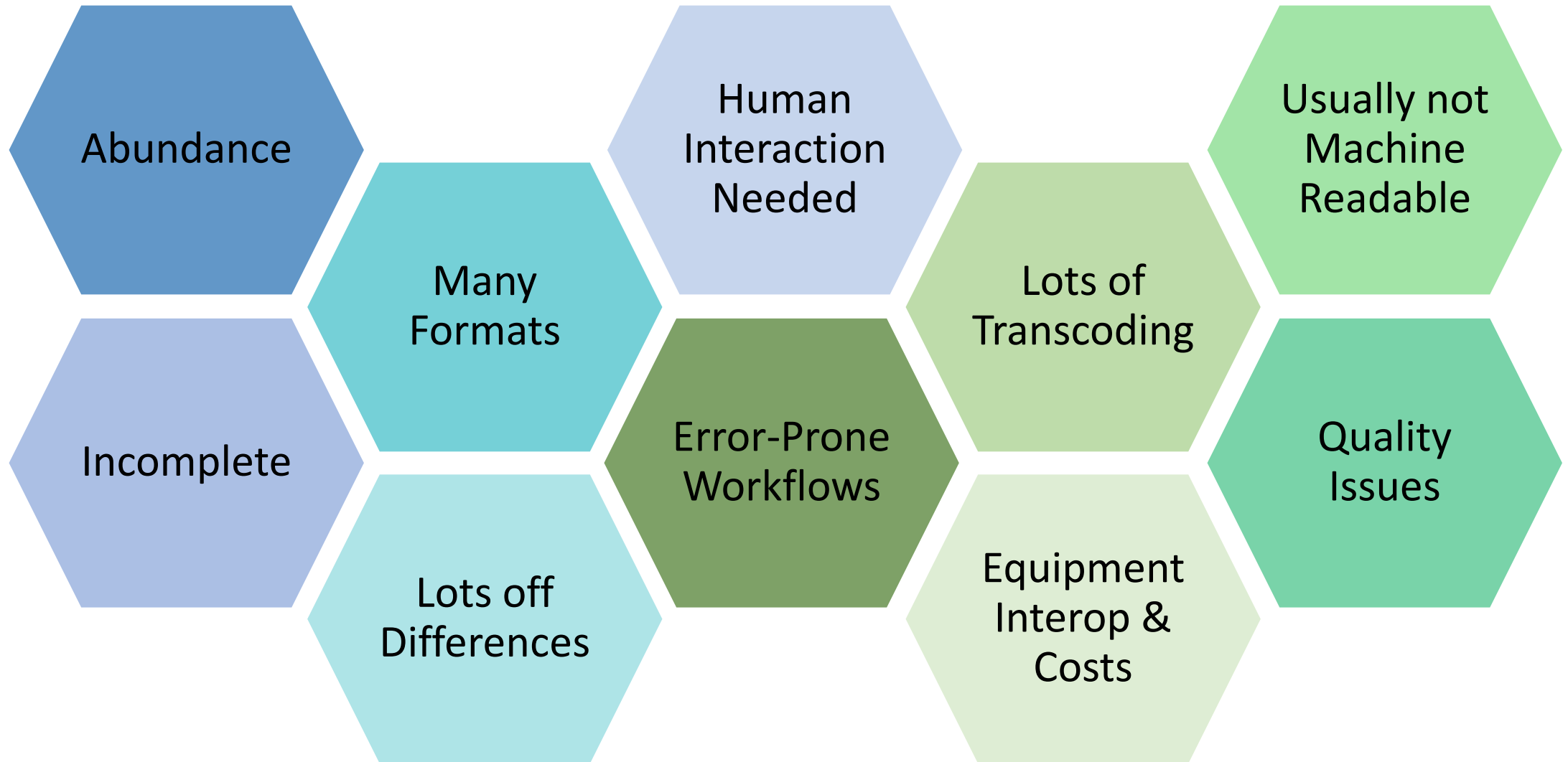
**NABA DPP**

- Minimal set of specifications
- Eliminate manual tasks
- Single master for distribution
- Machine to machine communication

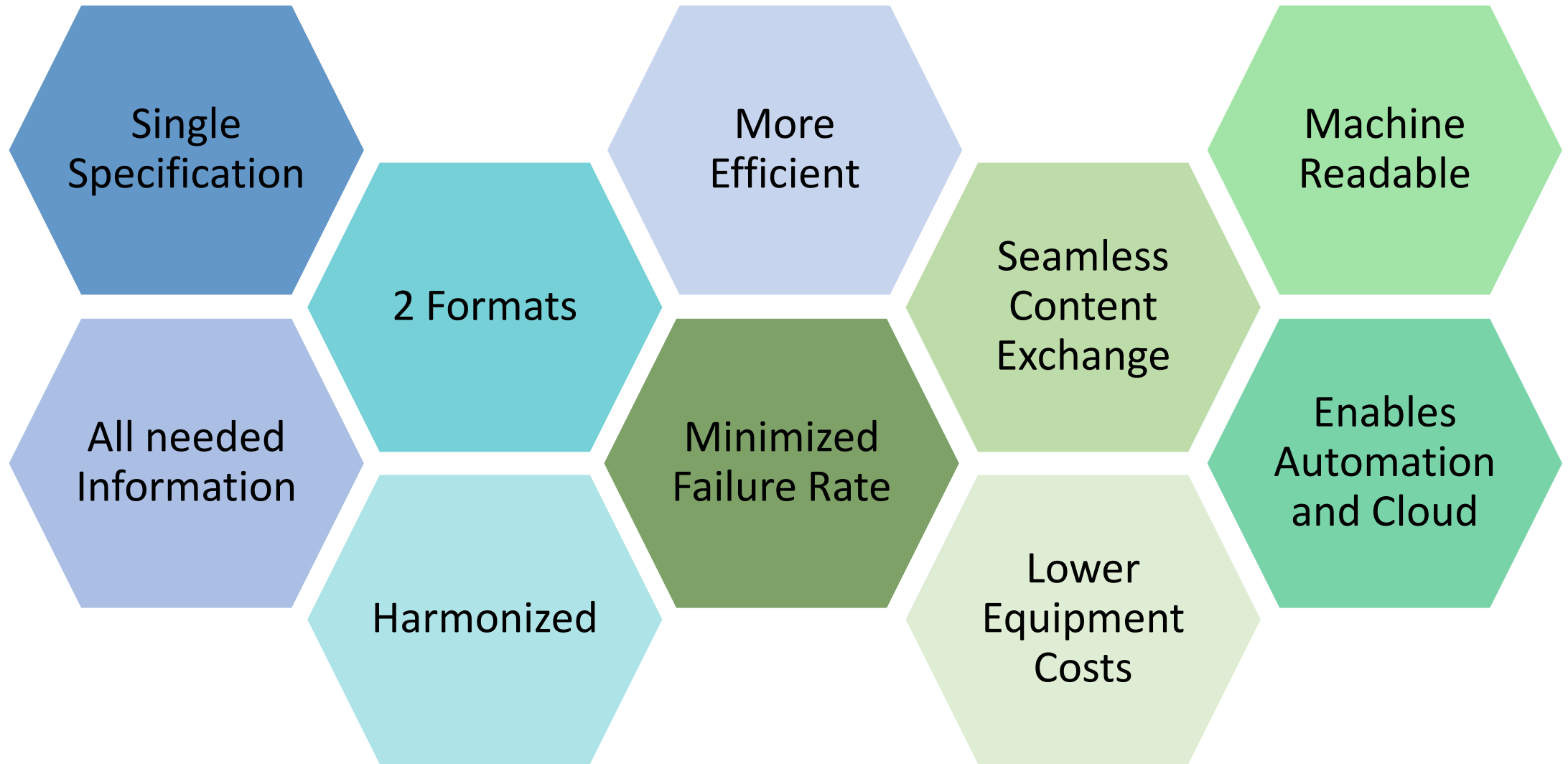
- OnPrem, OffPrem, Hybrid
- Web services between systems
- Virtualized storage, network
- Datacenter infrastructure



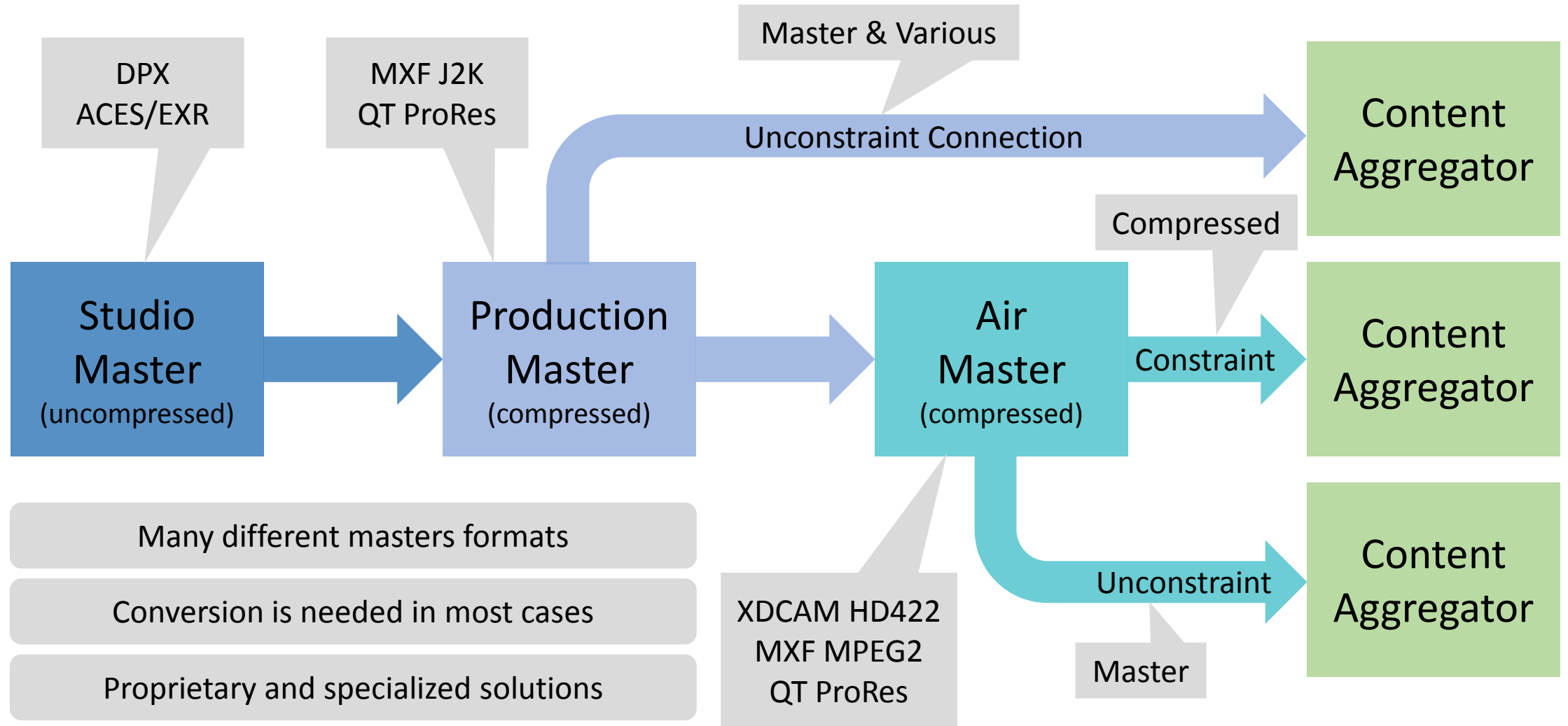
# The Issues with Delivery Specs



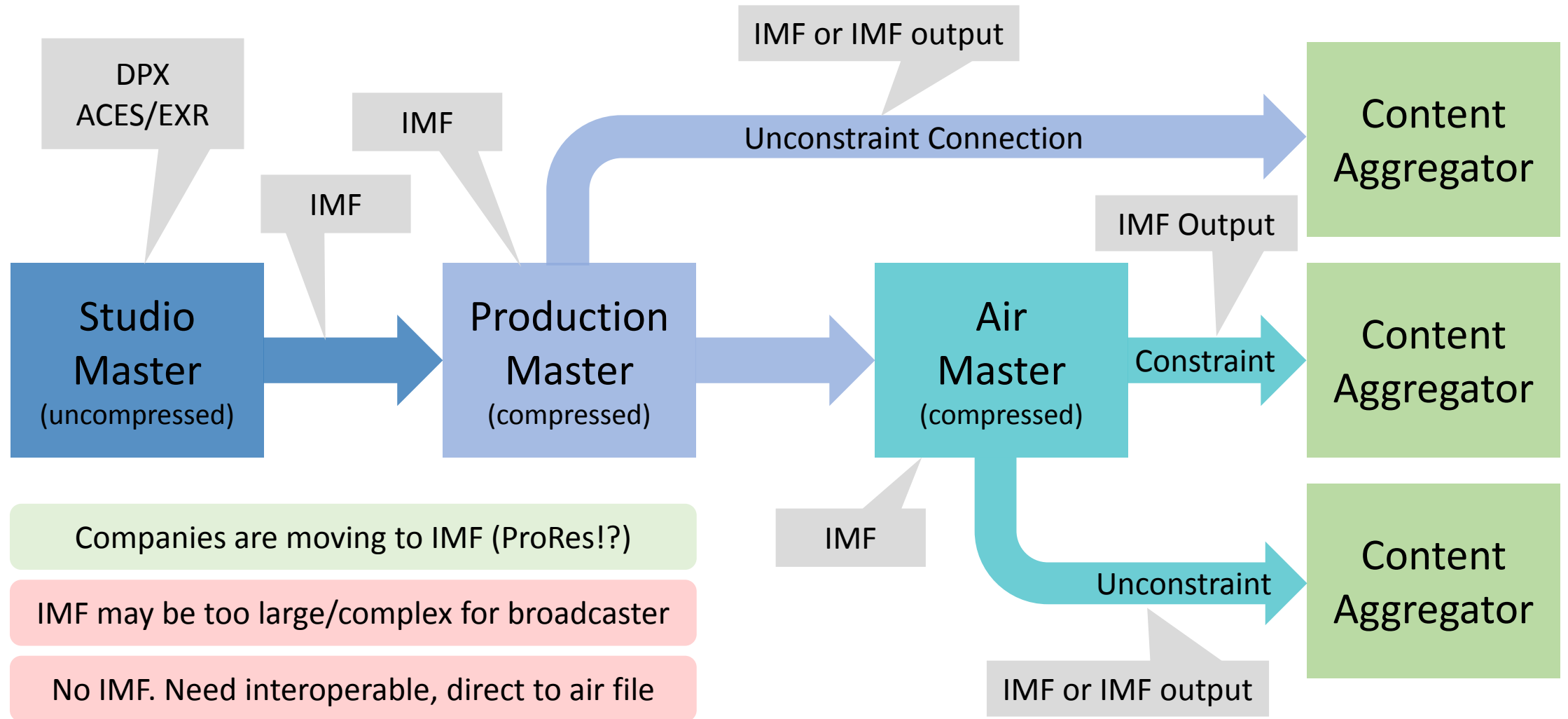
# How NABA DPP can help?



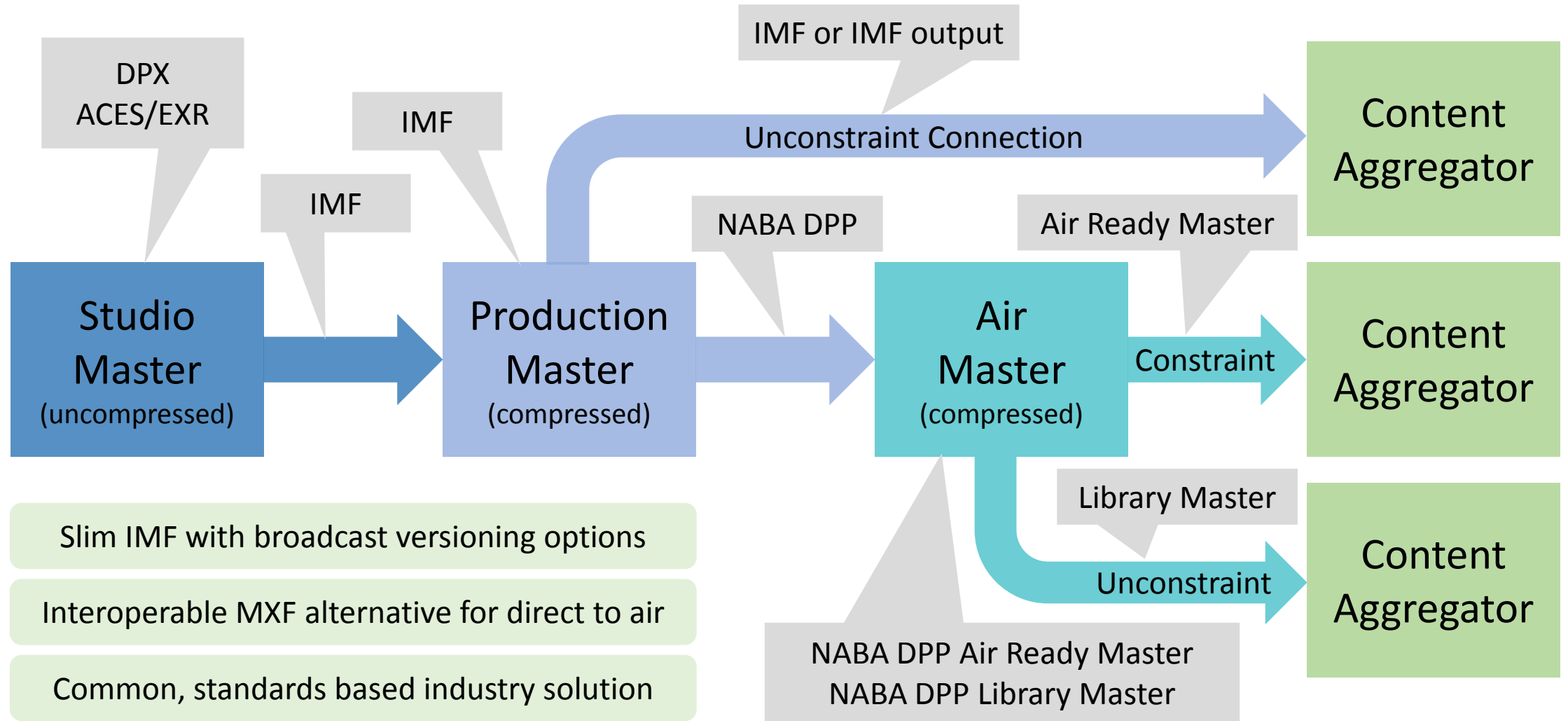
# Master Files (Current)



# Master Files (IMF)



# Master Files (NABA DPP)





# Conclusions, NABA DPP

... can help broadcasters in their move to the cloud

... enables harmonization across media industry

... is targeted at broadcasters and their needs

... maintains upstream compatibility by using IMF

... simplifies the file delivery for more efficiency workflow

... enables cost savings thru interoperable equipment



# Thank You

For questions, contact me at **[thomas.bausemason@outlook.com](mailto:thomas.bausemason@outlook.com)**