

# Mediator and Tektronix Certify

## Mediator Media Management

The unique Mediator content management platform, with its integrated Playtime playout and Pilot control options, provides efficient tools to deliver multi-format content globally. Millions of media assets across hundreds of television channels and an increasing number of new media distribution networks, today benefit from the unique Pharos approach to integrating creativity, workflow and media logistics. Pharos software architecture, integration and post-installation support enable the entire business of broadcasting to be unified across the enterprise.

Pharos customers around the world benefit from an enterprise approach in all areas of traditional broadcast operations, using web browser interfaces to extend the workforce and distribute productivity as never before.

Streamlined operations with a common user interface from library management, ingest and QC to compliance, promotions management and approvals helps talent across the business work as effectively as possible.

Mediator fully integrates QC into the desktop workflow, ensuring that all Material is comprehensively checked prior to transmission.

By bringing the content closer to every user, Mediator's unique desktop user experience with multi-format browse, advanced search tools and proven workflow, enables rapid expansion in playout and publishing.

## Tektronix Certify

Storing and manipulating compressed, file-based video/audio affords tremendous speed and savings but Operations is discovering how difficult it is to ensure correctly repurposed files are reaching broadcast and content-on-demand audiences. When formats and files accumulate, automated Quality Control (QC) and other workflow integration techniques can improve efficiency. There are many questions to ponder as you think about your own file-based quality control strategy.

Whether you are a Broadcaster, Content Services Provider or Content Aggregator, today you have access to more file-based digital content than ever before. Format requirements for new delivery mechanisms are limited only by the audiences you choose to serve. Archives are growing every day and standards that you soon may need to support are still evolving.

Factors that could help differentiate one provider from another will likely include the perception of quality that the consumer sees.

Ensuring and optimizing file-based content quality means evaluating and reacting to media quality inside your network and understanding the impact your content can have on other elements in the ecosystem as well. It not just the audio, video and metadata that matter now, format and syntax are critical.

Throughout the video delivery chain, participants are evolving their workflow to support all digital environments. But because more and more content is compressed and archived in one format and then re-purposed to another format, archives are anything but homogenous, and working to maintain control over your facility's output can be more challenging than ever.

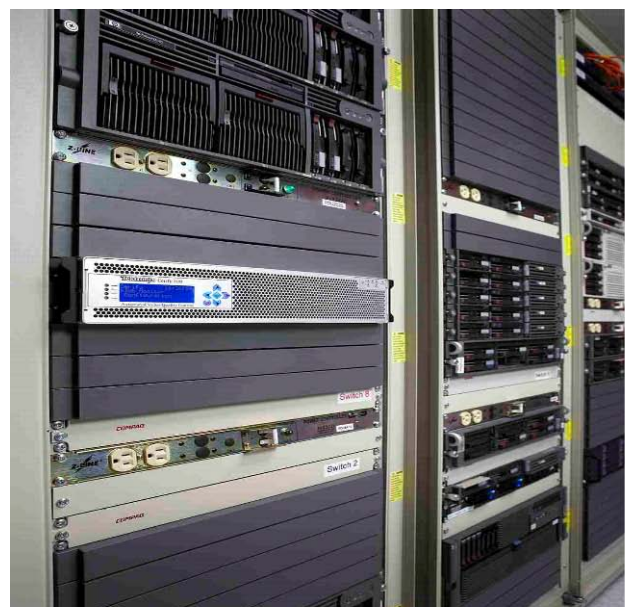
Many Operations Managers feel that the explosion of video files, format requirements and delivery choices is becoming unmanageable.

Unblinking visual QC of incoming content is not comprehensive, fast, or scalable and has consequences for missing something important.

A formalized content agreement between suppliers can reduce costly churn (rework of content) and often push the QC process upstream, saving you additional time and money.

Automated, file-based QC can trap errors that humans cannot even see, scale with content growth, increase service quality, and get better leverage out of existing QC staff.

As you will read, there are many reasons to check file-based quality - at a number of stages. Even if you begin with high quality video, compression and transcode failures at any point may cause transfers to stall, set top decoders to crash or even dead air. This can be costly. While every business is different, please consider your own situation and assign a dollar figure for each relevant category.



## Solution Overview

Mediator's integration with Tektronix Cerify further complements its existing quality control functionality by automating the process. In today's multi-format world where high resolution mezzanine files are repurposed for VoD services the volume of media flowing through QC departments increases exponentially.

Cerify will test on three levels

- **Correct Encoding Syntax** – audio/video must be encoded without syntactical errors, so it plays out correctly on the decoder, playout server or set-top box
- **Correct Parameters** – audio/video bit rates, frame resolution, frame rate, aspect ratio, number of audio channels
- **Correct Baseband Quality** - luminance, gamut, black frame detection, and picture quality grading in blockiness. Silence, mute and audio clipping are also detected.

The web services API is employed to create jobs on Cerify after high resolution ingest or transcode of VoD assets. Mediator tracks the QC results and stores the results with the asset for review by QC staff.

Cerify ensures that quality is maintained across the high value and delivered assets conforming to appropriate Service Level

## The benefits of Cerify

- A fully automated system for verifying and checking file based content
- Automatically checks the 'correctness' of file based content against defined standards at many stages
- The multiple levels of testing means that your content:
  - Will play
  - Can be transmitted
  - Is technically legal
  - Is structured correctly
  - Quality is good
- Enterprise level of service and support
- Compatibility with all major server vendors and industry file types

## Pharos Communications Limited

83 London Street, Reading, Berkshire, RG1 4QA, UK

t: +44 (0) 118 950 2323 f: +44 (0) 118 950 2525 w: pharos.tv e: sales@pharos.tv

## Cerify supported file containers and codecs

All formats: Cerify is resolution independent  
Container: MPEG TS/ PS, MXF, GXF, MP4, QuickTime, ASF, 3GPP

Video: MPEG-2 (IMX, XDCam), H.264/AVC, MPEG-4, H.263, VC-1/WMV, DV/DVCPPro25/50/100

Audio: MPEG-1/2, AAC, HE AAC, PCM (AES, BWF, AIFF, WAV), WMA, Dolby-D/AC-3, Dolby-E, DV

Cerify is compatible with all leading video servers

Cerify Tests include:

- Encoding errors, syntax errors, format, bit rate, quantisation, frame rate, GOP length, aspect ratio, colour format, buffer analysis, file size, correct PID, CableLabs VoD compliance, number of video and audio streams, number of audio channels.
- Video playtime, signal levels, gamut, luminance, loss of chrominance, black frame detection, video quality (blockiness), freeze frame detection, field order, cadence
- Audio playtime, peak and minimum levels, audio loss, clipping, silence, mute, test tones



Pharos Mediator integrated with Tektronix Cerify enables fully automated QC from the desktop.

## This datasheet

PHDS-3028.01 Mediator and Tektronix Cerify

## Related information:

PHDS-3013 Mediator

See also [pharos.tv/solutions](http://pharos.tv/solutions)