Media Backbone Production System (MBPS)
The Media Backbone Production System is a shared, collaborative, and integrated end-to-end video production system ideally suited for broadcast news, sports production, post-production, corporate, educational and government facilities. It uses open standards and a scalable platform to provide an optimized workflow for everything from acquisition to ingest and editing, to play-to-air, channel distribution management and archiving.

**Workflow**

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**Media Backbone Production System**

- **Planning**
  - Planning system
  - Planning data

- **Acquisition**
  - Mobile phone
  - Field editing

- **Ingest**
  - Scheduled ingest

- **Newsroom**
  - Rundown order

- **Editing**
  - Material list
  - Display materials
  - Upload sequence

- **Playout**
  - Playout

- **Archive**
  - Archive

**Metadata**
- Red

**Material (audio/video, high or low res)**
- Blue

**Other data**
- Green
Workflow Advantages

Planning
Metadata created in the planning system can be seamlessly linked to the story or asset in the Media Backbone Production System and be used throughout the entire workflow.

Acquisition
Extending workflow into the field with the Media Backbone Production System and the XDCAM family of acquisition devices provides significant production advantages with the automatic creation of metadata and EssenceMark™ data, the use of field logging, storyboarding, and proxy EDL creation. This allows the required content to be on-air faster, more efficiently, and with higher quality than ever before.

Ingest
The Media Backbone Production System accepts a wide range of inputs. Whether from a live event, tape-based media, disc-based media, solid-state memory-based media, or from file-based contributions, ingest of content can be managed in a controlled and efficient way from a dedicated terminal. Timed, scheduled, and ad-hoc manual recordings can all be efficiently managed and monitored, while metadata and EssenceMark data are added and annotated. The XDCAM proxy can be ingested in advance of high-res material, providing significant workflow benefits and reducing the time to air for stories.

Newsroom
In the newsroom, the Media Backbone Production System integrates fully with newsroom computer systems, right from the planning stage, through to editing and playout, and into the archive. Content from the field, inside the Media Backbone Production System, and on near-line archive systems can easily be searched and browsed. Logging, storyboarding, and even finished editing with voice-over and effects can easily be done at the desktop. Material and metadata can be seamlessly linked to the story as it develops. The running order and status are constantly updated so that everyone has the up-to-the-second information that’s essential in a high-pressure newsroom environment.

Editing
Using the XPRI NS proxy editor in the newsroom gives the journalist ultimate flexibility to browse, edit, and finish the story as quickly as possible. When craft editing is required, the XPRI NS editor provides a comprehensive production tool that is ideally suited to – and seamlessly integrates with – XDCAM, XDCAM HD, XDCAM HD422, and XDCAM EX devices and the Media Backbone Production System. Utilizing metadata from these systems, together with the XPRI NS editor’s comprehensive editing capabilities (including slow-mo, voice-disguise, and mosaic), users achieve innovative workflows ensuring story packages never miss the rundown. The XPRI NS editor can handle SD and HD material as well as their proxy material on a single timeline, so that stories are available for air at the earliest opportunity. When time permits and if desired, storyboards or projects from the newsroom XPRI NS proxy, and from the field, can all be handled and finished for a more polished output.

Playout/Distribution
In the playout area, the Media Backbone Production System integrates seamlessly with the newsroom computer system so that the playout server is constantly updated with rundowns, and the content is ready for air at the earliest opportunity. When manual playout is required, a dedicated key panel provides precise control. When automatic or unattended operation is required, tight integration with third-party systems permits content to be on air, on time, every time.

Archive
Typically, within the news environment or sports operation, some stories run much longer than others. To provide optimized and cost-efficient storage for additional content, the Media Backbone Production System has a near-line archive option. In this way, system capacity can be easily expanded to accommodate additional content without the need to expand the core system architecture. For users, the near-line content appears online, and is therefore searchable, browsable, and useable by everyone.
Unique Features

System Scalability

- The Media Backbone Production System can be configured in different system sizes to fulfill your specific needs and varying circumstances
- Module-based architecture enables you to build a system from one core module, creating the background services and then selecting the function modules you require
- Function modules can be added easily based on your growing needs in the future

Live Logging Tool

- For events such as sports, government election coverage and reality shows, live logging is essential for journalists or editors to search and edit content quickly
- With the Live Logging tool, operators can quickly log metadata markers during live events and save them in the Media Backbone Production System’s database for all users to access instantly
- The Live Logging tool can be customized for all different types of events and multiple templates can be utilized for each type of event

Web Space Platform

- The optional Web Space Platform is a set of web-based applications that allow users to access key features of the Media Backbone Production System using a standard web browser connected via the internet
- Included in the Web Space platform are the Web Cutter, the Web Material List and Web Ingest List applications
- These key applications give the user the ability to import, manage and edit data while working from a remote location
  - Web Cutter:
    - an online editing tool that allows users to quickly create cuts-only storyboards that can be seamlessly imported into the integrated XPR1 NS non-linear editing platform

UGC (User Generated Content) Platform

- Breaking news content is highly valuable, but all media companies face the same challenge: They never know when and where the next big story is going happen
- With the rapid development of mobile devices (phones, tablets, etc.), more content is being generated by the general public who now have the desire and capability to generate content by themselves and quickly share it with others
- The optional UGC Platform is a solution for sending live video streams captured by smart phones into a central media server for on-air broadcasts or recording for post-processing, and for instant publishing to the web
- The UGC Platform is designed to increase the chances of capturing exclusive content by allowing instant reporters to capture high-quality video content with their smart phones and send it directly to a central media server

Web Material List:
- allows users to browse stored content, preview proxies, and/or download high-resolution files to the local device storage

Web Ingest List:
- an online management tool used to remotely monitor and control video recording events or file-based imports to the Media Backbone Production System

Site-to-site and Field-to-site Remote Connections and Editing

- With the Media Backbone Production System at the heart of your organization, sharing content could not be easier: In multi-site operations, seamless connections and open access to content is provided
- Where regions, bureaus, or remote offices require connections to the main system, the Media Backbone Production System provides sophisticated remote connection and editing functionality so that everyone who needs it has access to the required content whenever and wherever - even from the field or a hotel room