

## Application Note



### Archiving video and subtitle assets for broadcasters and subtitling houses

#### Synopsis

This application note describes how the Softel Subtitle Archive Solution can convert a disparate collection of media assets into a managed asset repository that is rich in metadata and easy to store, find, retrieve and repurpose.

#### Introduction

Creating subtitle files for a video asset is a time-consuming task which becomes even more complicated when multiple target platforms and multiple languages are involved. Yet over time, a subtitling department's file archive becomes a virtually irreplaceable asset. It is therefore vitally important to ensure the integrity of the subtitle archive and its ease of integration with the rest of a facility's workflow.

*The Softel Subtitle Archive Solution is a storage mechanism for all the files involved with creating subtitles and captions. It can provide the storage of multi-platform, multi-language, multi-version subtitle files together with associated video asset and rich metadata*

Each "job" also contains metadata tags which make it easy to subsequently find, extract and repurpose content. Elegant and easy to use, the Softel solution likewise helps facilities maximise their investment in creating subtitle data.

#### The Solution: A Closer Look

Softel's flexible software solution can be deployed on one or more redundant hardware platforms. Hot Standby configurations, which instantly synchronise assets and meta data across processes to ensure nothing is lost, are available to maximise uptime where required.

#### Challenge

- Actively manage a subtitling department's valuable file archive, providing rapid access and asset integrity.

#### Solution

- The Softel Subtitle Archive Solution. A subtitle media asset management system.

#### Benefits

- A complete solution for archiving subtitled content
- Reduces management time and cost using rapid customisable searching of archive
- Provides user-friendly search for assets as well as content of subtitle files
- Quickly builds indexes into larger media archives
- Assures integrity of valuable media assets through full storage redundancy
- Smoothly integrates with existing workflow via user-specific metadata



The Softel Archiver maintains the links between the video and its associate files no matter what language or platform they have been authored for. Longer-term storage can be supported as part of an integrated deep storage strategy.

Assets may be accessed, searched and submitted from anywhere on the deployed network using the intuitive yet information-rich client GUI.

All assets submitted to the archive are quickly searchable by standard metadata such as author, series, date, channel and also by user-defined fields customisable by the end user. Custom fields can be created to tailor the solution to existing working practices.

Once the correct set of files is found in the archive, it may be deployed easily to any active workstation on the network, allowing work to start immediately.



## About Softel and the Swift family

Softel has over 25 years experience providing end-to-end captioning and subtitling solutions for the broadcast industry.

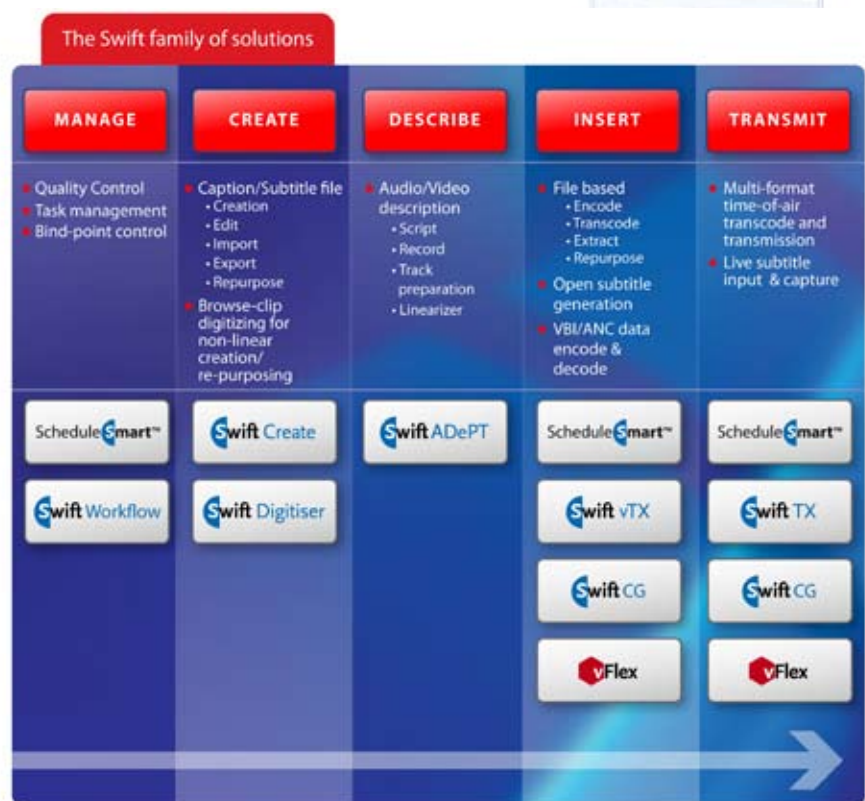
The Softel Swift family of caption and subtitle solutions allows broadcasters to create, re-purpose, insert and transmit all captions and subtitles in a large variety of formats.

Softel's Swift Create workstation is the most deployed in the world and creates and repurposes more caption & subtitle data than all rival systems combined.

Traditionally, these captions and subtitles were encoded on to sub-master tapes, which relied on time-intensive tasks being performed by engineers. In the 1990s Softel launched the first generation of Swift TX, which revolutionized the workflow by automating playout under broadcast automation control.

Increasingly however, tapeless systems based on DAMS and media server technologies are an integral part of the broadcast playout process. Therefore, Softel launched Swift vTX to bind ancillary data on to the DAMS or media server ahead of air-time and in so doing provided a completely new capability. Swift vTX has not only deployed rapidly in its own right, but has quickly become the OEM system of choice for a host of transcode partners who require complete control, reliability and the benefit of Softel's in-depth expertise in the space built-up over more than 25 years.

*Softel also provides the broadcast industry with solutions for interactive TV, MPEG stream processing & multiplexing, opt & ad-insertion cuing, as well as for Teletext.*



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