The potential of digital rich media services for igniting increased revenue generation is justification for genuine excitement among entertainment companies and service providers. By providing the broadest range yet of innovative, interactive content and a dramatically improved customer experience, digital rich media offers subscribers engaging reasons to increase their service usage, and allows service providers to see enhanced return on investment (ROI). The introduction of all these new rich media services represents exciting challenges in terms of Digital Content Management.
It is the nature of rich media content itself which makes it tough; the rich media supply chain may include multiple content and application developers, outside agencies or go-to-market partners, varying distribution channels, including wireless, cable, satellite and DSL, the web, and others, and it requires efficient management across multiple platforms. Further, to maximize revenue potential, service providers must be able to repurpose and reuse the rich media content they’ve commissioned. This requires a robust, reliable and flexible digital asset management system, one that enables service providers to quickly locate the desired digital assets, transform them into the needed format, and deliver the content to customers in an engaging manner no matter which device the customer might require it on. And do it all while keeping costs down and streamlining resource utilization.

The HP Digital Media Platform (HP DMP) delivers on this extraordinary promise. It combines industry leading technologies into a standards-based, end-to-end solution that manages the entire rich media workflow, from the initial content creation and acquisition, through production and into storage, retrieval and archiving.

HP DMP solutions include software and hardware infrastructure which manages the complete digital content value chain, providing both streamlined toolsets and the increased outlets for creative content that entertainment companies need, and enabling service providers to reduce risk and actually redefine their business models. And that’s what can turn the potential of digital rich media content into a profitable reality.

Solution overview

Because digital rich media typically requires extensive and multi-faceted inputs from many sources throughout its supply and delivery chains, any successful digital media platform must address concerns surrounding the integration of the extraordinary range of media products, as well as its ability to facilitate and manage metadata and custom workflows.

The HP Digital Media Platform does just that. As a leading-edge integration platform for building media solutions, HP DMP provides a comprehensive, standards-based framework which offers:

- “Plug-and-play” integration with solution components across multiple platforms, including .NET and Java™
- Definable, flexible and granular workflows
- An extensible metadata model
- A web-based, extensible user interface

HP DMP is designed for fast integration of HP strategic partners technologies and applications, including:

- Digital Asset Management (DAM) systems—to keep track of the massive amounts of data and content inherent in rich media
- Encoding products—that create digital streams from analog video or audio content, to provide additional revenue opportunities
- Indexing and logging software—that subdivides a work into its media elements to be ingested to become assets
- Rich media search and retrieval technologies—for faster delivery to the customer
- Content creation and editing tools—for authoring, animation, nonlinear digital video editing and electronic publishing
- Transformation tools—for transcoding streamed media assets, reformatting images or dynamically compositing images
- Rights management software—to protect the interests of copyright holders
- Diverse content stores—from simple file systems to complex archives

Solution components

The HP DMP solution is comprised of best-of-breed components which span the entire digital rich media workflow from creation to consumption. Each component has been designed for ease of integration, greater efficiency and lower costs. For building a complete Media Lifecycle Management system, HP DMP solutions offer a better way.

Media Bus—By employing a Media Bus approach, DMP services can be accessed independently of the communication protocol and operating system. Scalability and reliability are built in. Communication over the media bus uses XML-based message exchange.
DMP core—The DMP core provides a feature-rich set of services for building media applications, both from third-party products connected to the media bus, and those provided by the platform itself, including security, event notification and logging, and many others.

Workflow layer—This layer allows a flexible definition of business logic and media lifecycle. It features:

- Workflow Engine—drives the process orchestration
- Workflow Design Tools—defines the process flow and data flow
- Workflow Manager User Interface—monitors the active workflow processes
- Workflow Library—provides support to create, maintain and manage media workflows

Service management—The DMP Service Manager offers a clear and unified interface to register, lookup, consume and manage any service on the platform. Redundancies are cut and efficiencies increased for greater ROI.

Extensible user interface—For managing the DMP platform and the services it exposes, HP DMP comes with a web-based set of User-Interfaces (UI): Service manager UI, Workflow manager UI and Metadata browser UI. Custom User Interfaces can also be developed to monitor and manage any service exposed by DMP.

Service Oriented Architecture (SOA)—HP DMP solutions utilize a Service Oriented Architecture which models media applications as services running on a cluster of centralized servers. By using an SOA, the HP DMP solutions enable enhanced service assembly, better security and maintainability and more rapid ROI.

Metadata management and asset storage—Media assets can be stored to any types of content stores connected to the DMP media bus (from the simplest file system to more complex solutions handling both on-line, near-line and off-line storage). Information about and rights associated to those media assets are stored and managed by Digital Asset Management (DAM) and Digital Rights Management applications connected to the DMP.

Benefits
Streamlines the content supply chain—Helps reduce operational costs and time-to-market by automating content processes and allowing easy collaboration among participants in the content supply-chain for faster returns on investments.
Rapid Application Development (RAD) approach to media solutions

- Out-of-the-box product adapters and workflows, pre-tested and easily integrated
- Fast and simple customization of typical media workflows

Repurpose and reuse content—Digital Media Platform solution allows easy and cost-effective reuse and repurposing of content to feed multiple distribution channels and in diverse formats. This “buy once, use many” approach yields significant benefits and is crucial to maximizing returns.

Extend the life and value of media assets—By effectively transferring fragile film, graphics, videotape and paper records to durable digital formats, companies will be able to extend and preserve their assets. Digital media platform helps increase the value of digital assets by allowing easy reuse and repurposing of assets.

Standards-based—“Plug-and-Play” integration with components and applications across multiple platforms, including .NET, Web services, XML and Java. Includes software development kits (.NET & Java SDKs), for simple integration of “best-of-breed” third-party products.

Designed for scalability and reliability—HP DMP solutions utilize the Media Bus approach and are based upon a loosely coupled, service-oriented architecture to ensure scalability, reliability and high availability.

Supports a heterogeneous solutions environment—Multiple media product vendors and ISVs can provide an integrated solution via the Media Bus architecture. By expanding accessibility to diverse development environments, the platform greatly streamlines the development of critical media solutions that capture, produce, manage, repurpose and archive digital media assets.

Easy integration with existing business systems protects investments—Digital Media Platform solution allows quick and seamless integration with such existing business technologies as digital asset management and rights management systems.

HP Rich Media portfolio

The HP Digital Media Platform is a key solution from the Rich Media portfolio and is part of the HP Digital Content Management market offering. The HP DMP solution brings together industry-leading technologies into a single, end-to-end solution that efficiently manages the entire content workflow—from initial content acquisition, workflow and production to storage, retrieval and archiving.

HP advantage

Communications solutions are highly complex, and service providers must deliver even more innovative services to the market while keeping customers loyal and insulated from the complexities behind the services. In order to achieve this, service providers need strategic partners who can do more. HP offers a range of targeted, seamless solutions, integrated with partners, delivered quickly and efficiently. HP systems and solutions are open and flexible, empowering customers to customize or create value-added services. Our service capabilities provide the expertise to develop, integrate, test, install and support the most complex service launches. This one-stop shopping approach lets service providers focus on their customers—not their suppliers.

HP focuses more than 25 years of expertise into a powerful integrated team, the Network Service Provider organization (NSP). HP, along with 500 valued solutions partners, assists the world’s top 200 service and equipment providers, as well as media, entertainment and cable operators, in meeting their subscriber needs.

With solutions, technologies and services including: HP OpenCall and HP OpenView telecommunication capabilities arrayed across network infrastructure, network services, operations and business support, mobile and rich media solutions, and end-user access, HP is a major player that is leading change in the network and service provider industry.