

Powerful REST API Enables a Universe of New Broadcast Applications *Web Interface Makes it Easy to Integrate Resources and Streamline Workflows*

(Image Banner with Monitor IQ and/or automation app screenshot from a desktop)

The Need

- Television broadcasters and cable operators need to integrate a variety of existing systems and multiple formats with new third party applications.
- These applications may incorporate custom mobile interfaces, interactive social networking, metadata analysis and automated business processes.
- Third party developers require a flexible API (Applications Programming Interface) that allows them to integrate with the broadcaster's resources.
- Developers seek to leverage the system architecture to avoid the need to write or use complicated programs to request and to serve data.
- The system must enable flexible development, scalability and workflow customization.

The Solution

- The highly flexible REST API allows third-party web app developers and solution providers to create applications that leverage the full capabilities of all Digital Nirvana components:
 - Monitor IQ™ multi-channel signal monitoring, logging, compliance and archiving for traditional broadcasting
 - MediaPro™ solution for repurposing and rebroadcasting encrypted HD content to multiple platforms
 - AnyStream IQ™ cloud-based solution for recording, logging and monitoring OTT content
 - FIFOPro™ ingest backup system for recording multiple HD-SDI feeds to edit-ready digital format
- The API integrates the multiple resources of the organization, allowing them to interact, communicate and collaborate application-to-application, creating smooth and cost-efficient workflows.

- It is especially well-suited to browser-based applications, mobile apps and highly interactive social applications, and is scalable from one to multiple servers and from one to hundreds of channels.
- The REST-based scripting language makes it easy to develop even complex web applications, with no need for ActiveX.
- Third party applications allow users, for instance, to: automate the display of video along with the events captured in the as-run log; archive a news show excluding commercials by integrating a cut-clip of the content with the as-run log; or implement an interactive competitive analysis by creating a "live" spreadsheet of competitors' ratings with hyperlinks to the video content itself.

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Industry: Broadcast

Products: Monitor IQ™, MediaPro™, AnyStream IQ™ and FIFOPro™

Feature: REST API

Benefits:

- Allows seamless integration with third-party applications
- Ideal for mobile and social apps, as well as metadata analysis
- Provides fine-grained access to the full capabilities of the broadcast system
- Makes it easy to integrate resources and streamline broadcast workflows
- Allows users to interact, communicate and collaborate
- Fully scalable technology

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Feature Brief
REST API

About Monitor IQ Broadcast Monitoring System

Monitor IQ™ is a multi-channel signal monitoring, logging, compliance and archiving system for traditional broadcasting. Monitor IQ provides a range of unique features including centralized management, automatic ad detection, and a director's audio track. It accepts multiple signals, both HD and SD in full resolution, and exports them in a wide range of file formats. Its Infrastructure Self-Check performs more than 40 types of ongoing system checks to proactively monitor the total health of the Monitor IQ system. Web Captioning ensures that programming complies with new FCC closed captioning mandates in the SMPTE Timed Text Format. And Program Guide Extraction automatically extracts EIT data directly from the broadcast, simplifying program search and enabling recording by program. Monitor IQ is compatible with all standard web browsers – and does not require Active X.

About MediaPro Content Repurposing System

MediaPro™ is Digital Nirvana's easy, affordable solution to repurpose and rebroadcast encrypted HD content to multiple platforms. In addition to its ability to encrypt HD content, input/output options further include: SDI, ASI, IP, QAM, and ATSC.

Multiple users in news and sports departments can collaborate; record from one to hundreds of channels; and then edit, annotate and publish content in real time. Search may be based on keywords, program titles, descriptions, textual metadata, time/date and channel filters. Clips are stored and sent via email or FTP for archiving or external viewing in a wide range of formats and resolutions. MediaPro is compatible with all standard web browsers – and does not require Active X.

About Digital Nirvana

Since 1996, Digital Nirvana has been empowering customers with innovative knowledge management technologies. By combining media and digital technology expertise, Digital Nirvana makes it possible for organizations to streamline operations and gain competitive advantage with advanced product and service offerings. The company's product portfolio includes the industry-leading Monitor IQ broadcast monitoring system, AnyStream IQ OTT monitoring solution, and the MediaPro content repurposing system. A comprehensive service portfolio includes media monitoring and analysis, market intelligence and analytics, and learning management services. Digital Nirvana is headquartered in Fremont, California with offices in Hyderabad and Coimbatore, India.

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