digital nirvana

FEATURE BRIEF

Save Money, Rack Space, Power, and Time with the Media Management Platform's ATSC Tuner Feature

Platform Automatically Records Programming Based on Customer Preferences

The Need

- Broadcasters and content creators need a media management solution that's cost efficient and requires minimal rack space and power.

- Ideally, a media management system is highly customizable, with multiple, industry standard interfaces.

- Multiple departments within a broadcast organization require media management technology that records their own content, as well as competitive broadcasts, with user-defined preferences for continuous or selective recording.

The Solution

- Digital Nirvana's Media Management Platform comes standard with an on-board ATSC tuner. This provides a direct RF input into the server, and eliminates the need for an off-board receiver that would add to cost, rack space and power requirements.

- The platform accepts all channels on the ATSC feed, and can record all channels in the multiplex, which is typically one HD program and one to three SD programs.

- With the on-board ATSC tuner, the platform can use the data in the event information table (EIT) within the ATSC stream to create a program guide on the user interface, which makes it easier to select specific programs to record.

- The ATSC tuner streamlines media management operations, making it possible to record multiple broadcasts with a singe RF input, for 24/7 recording or selective program recording. Users can also record competitor channels if desired.

Industry:

Broadcast, Networks, Cable, and Media

Products:

Media Management Platform 2.0

Feature:

ATSC Program Guide

Benefits:

- An on-board ATSC tuner enables the platform to receive multiple ATSC signals on one card within the Media Management Platform's server.

- The platform user interface can display the programming schedule, making it easier for users to record specific programs easily from the program guide.

- Reduces the manual effort to record upcoming programming and easily annotates recorded content for easy retrieval and review

- Streamlines operations, saves money, rack space, and power for broadcasters and media managers

FEATURE BRIEF: ATSC Tuner

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. 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.

www.digital-nirvana.com
info@digital-nirvana.com
+1 (510) 226 9000