



FEATURE BRIEF

# Powerful REST API Enables a Universe of New Broadcast Applications

*Web Interface Makes it Easy to Integrate Resources and Streamline Workflows*

## 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 serve data.
- The system must enable flexible development, scalability and workflow customization.

## The Solution

Digital Nirvana's 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's Media Management Platform.

- 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 API allows development in any scripting language making it easy to develop even web applications quickly.
- 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.

FEATURE BRIEF: NAVE Watermark Decoding

## About the Media Management Platform

Digital Nirvana's Media Management Platform can record multiple live video feeds in original and proxy format. It allows users to capture, edit, share, and manage content, as well as prove compliance, monitor quality and analyze video. Users in the Digital Nirvana environment can collaborate from anyplace via a web-based interface. It is designed for a variety of audio and video applications, including: broadcast television, government, entertainment, corporate, education, and for use by media monitoring companies.

The Media Management Platform runs on our Open Media Appliance and is available in three levels: Essentials (1RU), Pro (3RU), and Enterprise (3RU).

All systems include:

- Ability to record HD and SD in full resolution and at full frame rate.
- Ability to record SD/HD SDI, ASI, ASI-IP, ATSC, QAM, and unscrambled DVB - T/C/S2
- Full MPEG-TS capture with all audio/video, VANC metadata, and CC/teletext/subtitles
- Easy-to-use content retrieval
- Compatibility with all standard web browsers: Firefox, Safari, Internet Explorer, Chrome
- Frame accurate editing for quality control content repurposing and ad verification
- Supports all industry standard codecs and containers : MPEG-2, MPEG-4, H.264 and XDCAM

**Industry:**  
Broadcast

**Product:**  
Media Management Platform.

**Feature:**  
REST API

**Benefits:**

- Allows seamless integration with third-party applications
- Ideal for mobile and social apps, as well as metadata analysis
- Makes it easy to integrate resources and streamline broadcast workflows
- Allows users to interact, communicate and collaborate How?
- Fully scalable technology

## 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.

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