

# MEDIA MANAGEMENT WOW. AND NEXT.



Red Bee Media is trusted by some of the world's greatest media organisations to deliver captivating content to their audiences. We offer unparalleled care and dedication in content enrichment, preparation and delivery. This allows your viewers to be wowed by what they see — and leave them wanting more.

## FLAWLESS MEDIA, SEAMLESSLY DELIVERED

Our world-class operations and media know-how are supported by Nucleus, Red Bee Media's hybrid cloud media logistics platform.

**This allows you to:**

### ENRICH

Maximize the potential to monetize your content. We'll create, re-version, transform, augment and package content for your desired audience.

### MANAGE

Total content life-cycle management. Workflow and status visibility through advanced reporting and tools.

### CONNECT

Secure and swift delivery to any location. Full interoperability across the entire content value chain.



## WOW YOUR AUDIENCE

### Global innovation

Red Bee's ongoing investment and innovation across technical capability and services simplifies your media operations while making your content look eye-poppingly great, whenever and wherever it reaches your audiences.

### The value of expertise

Our portfolio of specialist services is managed with industry-leading expertise by our hugely experienced teams, helping you to enhance, manage and deliver linear and non-linear content.

### Content Aggregation

Red Bee has established links with hundreds of distributors across the globe; in so doing, we have worked out how to deal with the complexities of sourcing, co-ordinating and formatting content.

Our expertise and purpose-built tools enable us to aggregate your content and metadata from diverse suppliers, ready for preparation and packaging.



### **24/7 Processing, monitoring and support**

You can opt for our end-to-end solution, or our modular services. Whichever solution you choose, we will match your timelines, streamlining your media processing and maximizing your cost-efficiencies.

### **Manage & Store**

Full lifecycle management that enables you to browse, access and analyze your content via an intuitive user portal.

### **Secure, resilient and scalable**

Our distributed storage options cater for archive and dynamic media preparation for production, post or digital distribution.

### **Content Re-Mastering**

Content prepared and localized for any screen or regional variation, maintaining the quality and integrity of your brand.

Our media management experts are focused on creating a great audience experience, while upholding legal compliance and ensuring cultural sensitivities are respected. We can create promo material to help drive engagement and retention, add captions or dubbing, as well as program segmentation for commercial breaks.

### **File to VoD**

We rapidly launch your content to new platforms that connect you to wider audiences. Reaching your audience can be complex and fragmented. We gather and manage metadata, still images, subtitles, audio tracks and previews to simplify global distribution.

Our industry-leading expertise in stitching, transcoding and DRM technologies ensures your content is correctly packaged and protected for swift delivery.

### **Live to VoD**

Make sure your audience gets to see live events as quickly as possible, on their chosen device. We capture live streams, prepare, package, protect and deliver content to multiple VoD Delivery Platforms for re-streaming. We have the capacity to scale quickly to manage the demands of important live events.

### **TX Preparation**

Whether scheduled programs, live event lines recording or content that needs a rapid turnaround before transmission, we prepare and deliver perfect content to linear playout on time, every time.

### **Post Production**

Flexible Post Production services including AV editing, VFX/Compositing, Audio suite and voiceovers, delivered on site or remotely.



## How your audience benefits

- Richer and better content
- Reliably delivered to my screen
- Localized and easily accessible
- Optimized with subtitles and dubbing
- More choice on more platforms



## NUCLEUS platform credentials

- Over 10 Million Media Processing Tasks completed to date
- 1.3 Million assets transcoded in last twelve months
- 1.5 Million customer assets managed in platform
- Over 10 petabytes of content uploaded in last 12 months

## Brands delivering WOW with Red Bee include:



Red Bee helps the world's strongest brands and content owners instantly connect with people, spanning cultures, continents and languages. We engage and grow your audiences at epic volume, astonishing speed, in amazing quality.

- Unique end-to-end media capability
- Innovation and exceptional service
- Integrated modular services
- Pioneering technology



## WOW YOUR AUDIENCE WITH RED BEE.

If you're interested in Red Bee end-to-end services, then [contact us](#) to find out more:

[www.redbeemedia.com](http://www.redbeemedia.com)

## KEY BENEFITS

### Flexible

- Hybrid Cloud, providing inherent elasticity and rapid on-boarding
- Manage high volumes of content, whenever you need it, wherever it needs to go
- Micro-service architecture for maximum agility and flexibility
- Rich APIs for rapid integration/onboarding
- Prepare and localize content for any screen or region

### Efficient

- Save significant time and reduce costs in your supply chain
- Adaptable to match customer timelines and workload
- Streamlined and automated processes
- Innovative strategy for virtualized media management delivery
- Optimized through automation and common features

### Secure

- We operate to the highest security standards, using the latest technologies to ensure your content is safe.

### Economical

- Pay As You Go pricing
- Supported by cloud-based capability to fulfil any volume or timeline
- Manage and simplify the potential complexities of VoD preparation
- New platforms or destinations onboarded rapidly and cost-efficiently
- Large-scale operations to maximize cost-efficiency
- Real-time reporting, monitoring and access, configurable dashboard