

SONY

Media Backbone Hive

Reach More Audiences

www.pro.sony.eu/hive





Reach more audiences with multiplatform production & delivery

Media Backbone Hive helps you engage audiences across multiple platforms with unprecedented speed and agility.

The 'Next Generation' approach to news is here

The lost audience is a familiar trend to all broadcasters and the challenge to deliver engaging, immersive and relevant content is critical to recapturing the younger audience who embrace the online world of digital content.

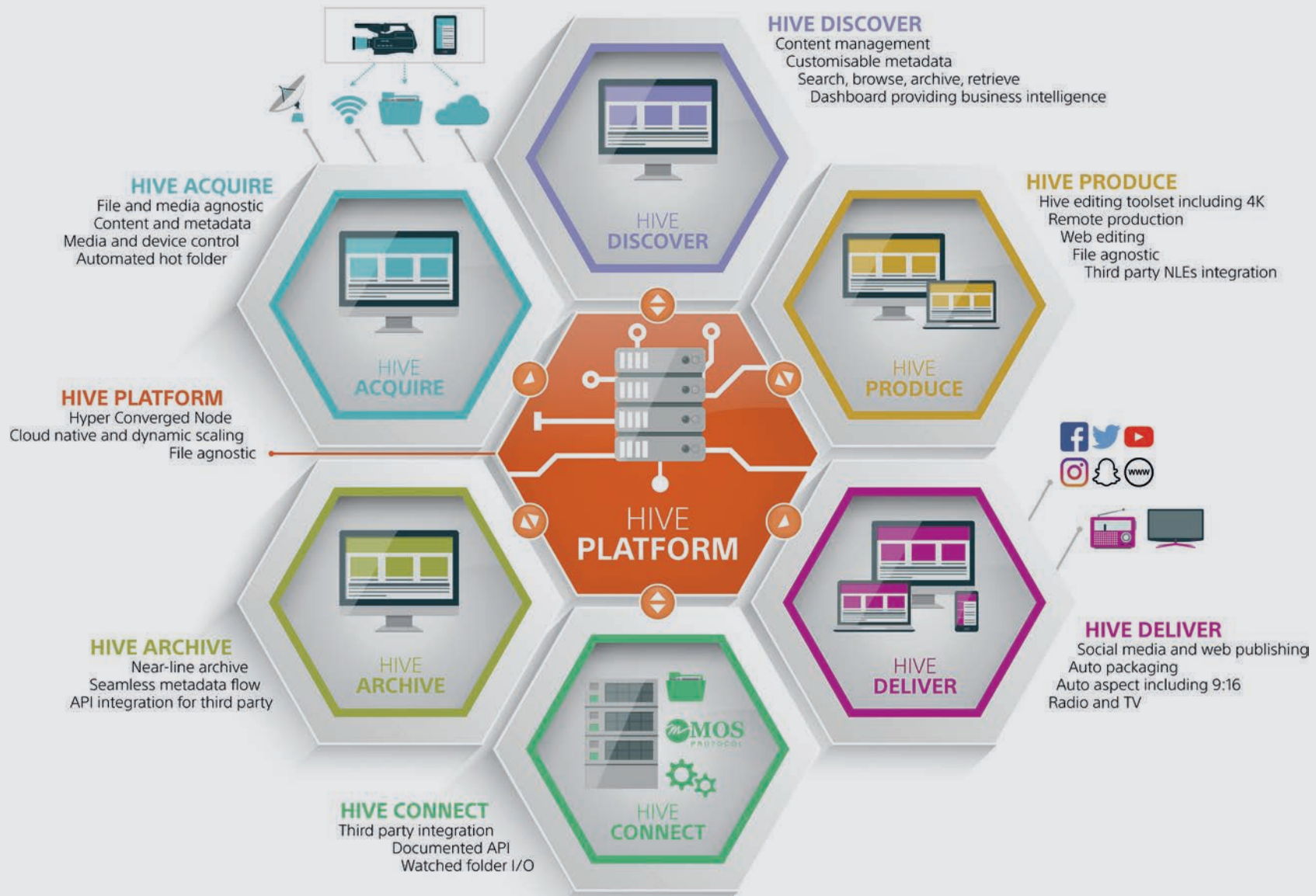
It's a task that has to be met head on but with the constant pressure to deliver more whilst reducing costs and implementing operational efficiency it should not mean a compromise in business needs or goals.

Breaking down silos of inefficiency, using the most appropriate and efficient tools and enabling geographically independent collaboration throughout the production process is critical to becoming the "must view" provider of news for all consumers

Supporting your workflow vision

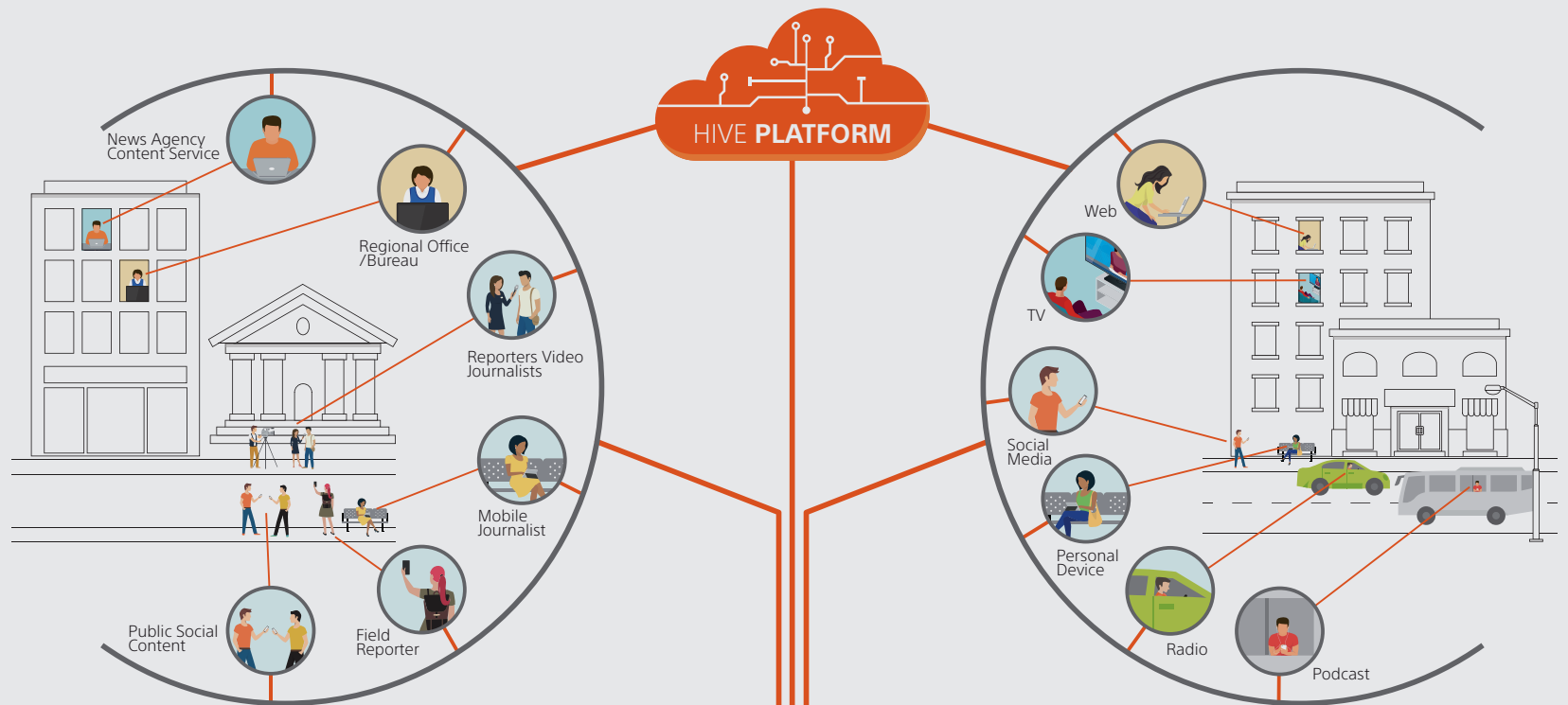
Media Backbone Hive can streamline every news broadcaster's workflow – boosting efficiency and driving down operational costs, with the flexibility to respond profitably to fresh opportunities.

Supporting all phases of your familiar news workflow – from acquisition and production through to delivery and archive. Integrating with your current systems and processes, it's readily scalable to support the most ambitious vision for tomorrow's news.



HIVE Enabling Collaboration

Media Backbone Hive lets online, TV and radio news teams access shared content – any place, any time. Once material's been ingested, it's available immediately to all team members, including mobile journalists and fieldbased reporters. It's smarter, quicker and more efficient than conventional 'siloed' news operations – reducing costly duplication of effort and cutting the need for separate systems and technology while allowing tighter collaboration.



1 Planning

- Planning team
- NRCS integration
- Assignment planning
- Metadata

2 Ingest

- Ingest Operators
- Journalist
- Logging
- Source selection
- Scheduling
- Metadata
- Remote editing

3 Web/Social Production

- Journalists
- Editors
- Content Managers
- Web editor
- Auto package
- Social publish
- Web distribute

4 Radio Production

- Journalists
- Editors
- NRCS integration

5 TV Production

- Journalists
- Editors
- NRCS integration
- Adobe integration
- Graphics
- Video
- Audio

6 Archive/Archivist

- Archivist
- Cataloguer
- Sub clip
- Metadata
- Logging



Accelerate change, engage and recapture

Media Backbone Hive accelerates change, drives the efficiency and enables collaboration across the entire news operation and beyond.

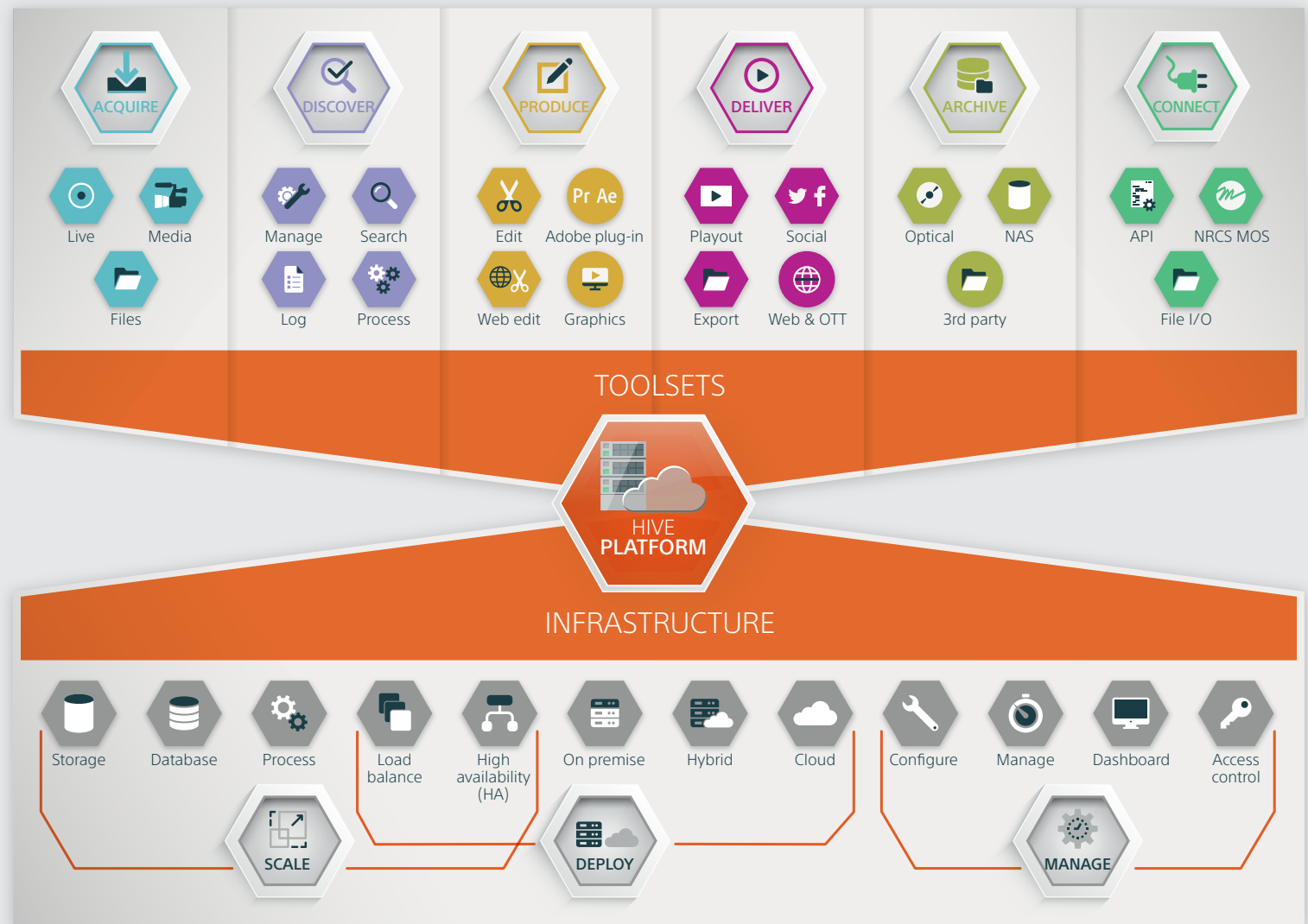
Hive's omni-media content platform takes care of the storage, management and sharing of content. Using the most appropriate tools this unified content environment is key to generating efficient, productive and streamlined workflows.

With the latest HTML5 editing tools and the ability to integrate other best of breed toolsets onto the platform, Hive delivers an unparalleled user experience to rapidly process any content for any medium and deliver it whenever, where ever and how ever it is needed.

The balance of commercial efficiency vs technological proficiency

It is no longer enough to just build solutions that work on the cloud or are technologically advanced, they need to be designed from the beginning to be cloud native and deliver a responsive, agile and resilient infrastructure which scales to suit business needs, flexes with changing workloads and maintains commercial efficiency.

Hive has been built on a cloud native distributed services architecture, therefore it is quick to deploy, easy to maintain and cost-effective to provision as workloads change. Hive can be deployed on premise, in private or public cloud, or as a hybrid mix of all three, enabling ultimate commercial flexibility in the business.



SONY

About sony professional

Solutions for the real world of modern broadcasting.

Hype is everywhere. Technology companies the world over endlessly talk up the next big thing – the solution that will solve all your problems. But all too often, these visions of the future are surrounded by ifs. If you standardise all your kit on their platform. If you rip and replace everything you have. If you retrain

Let's face it, this isn't going to happen – not in the real world the rest of us live in. In the real world, you need systems from multiple manufacturers to work seamlessly together. You need to sweat every last penny out of the kit you already have and enable your people to do their best work, every time. And, today, you simply don't have the luxury of downtime.

That's why every single Sony Professional solution is built from the ground up to meet the challenges of the real world you and your people work in every single day.

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