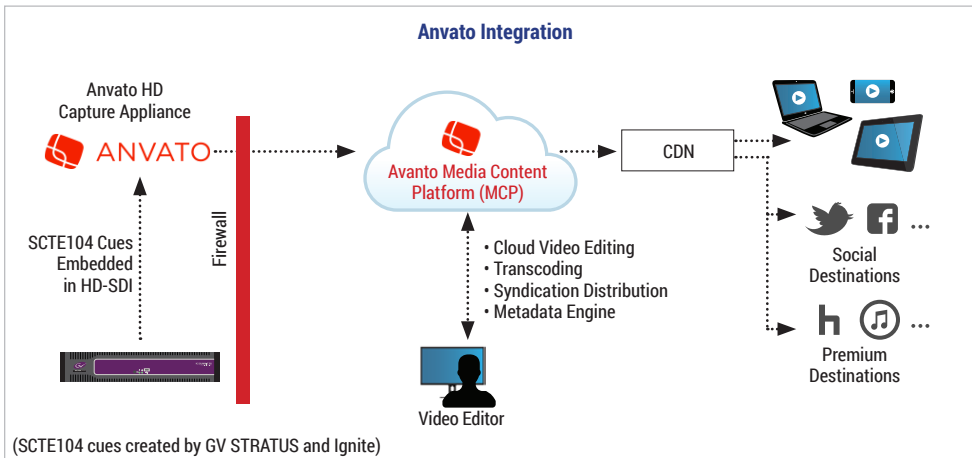# GV STRATUS

Monetizing Your Digital Media Workflows

GV STRATUS and Ignite working with Anvato to automate and monetize digital delivery.

One of the key strengths of GV STRATUS is its **comprehensive rules and workflow engine**. Using rules to automate media delivery can dramatically speed up your production. Combine this with a commitment to **open architecture** that allows tight integration with third-party service providers, and you can quickly and easily build new solutions for different applications. By partnering with **Anvato**, you can significantly enhance your live streaming and VOD capabilities by **monetizing digital delivery**.

Anvato provides a video software platform to TV broadcasters to monetize multiscreen live streaming, video publishing and distribution. They are very well established in the North American broadcast space, providing solutions for NBC, Fox and Hearst television, among many other household names.

Anvato Integration

(SCTE104 cues created by GV STRATUS and Ignite)

First, **GV STRATUS** adds segment information to the MOS rundown using its MOS-based segmentation template. Then, the Ignite automated production system inserts markers at the beginning and end of each segment and into the SDI stream out of the K2 Summit.

This live stream is then fed into the cloud-based **Anvato** platform, where it can subsequently be repurposed in a number of ways, including commercial insertion and replacement. Most importantly, Anvato can read our segment markers to automatically publish to video-on-demand (VOD), or even to Facebook or Twitter, *without any further transcoding*.

You win with...

- Comprehensive rules engine
- Open architecture
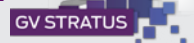- Fully automated "in the Cloud" process

Digital Media Workflows

- **Pre-production VOD Publishing or 'Digital First':** Round-the-clock publishing of content that doesn't follow a traditional linear broadcast schedule. Both user-generated and breaking news can be quickly published out of the newsroom, either from raw footage or edited content.

- **Post-production VOD Publishing:** As a live program or newscast is executed, Ignite's metadata and knowledge of story begin and end points allows for automated segment publishing in real time.

- **Live Streaming with Content Replacement:** Enables broadcasters to address embargoed, region-specific and mobile-only content replacement, as well as advertising insertion.