Tedial's World-Class MAM Solutions Take Centre Stage at IBC 2017

Timeline Television's Dan McDonnell will make Evolution Live Event Archive Solution Presentation on Tedial stand 8.B41 on Saturday16[th] September 2017 at 10.00am

Amsterdam, IBC 2017, Stand 8.B41 – 6th September 2017 - Tedial, the leading independent MAM technology solutions specialist, will showcase its world-leading MAM solutions at IBC 2017. This will include a first look at the company's new Tedial Evolution Live Event Archive solution via a presentation by Dan McDonnell, Managing Director of Timeline Television, which will be held on Saturday 16th September 2017 at 10.00am on Tedial's stand 8.B41.

Tedial and EVS, the technology leader for live production recently announced a technology partnership that creates a bi-directional link between EVS' live production asset management suite, IPDirector, and Tedial's enterprise MAM system, Evolution. UK based Timeline Television is the first facilities provider to implement the EVS / Tedial integrated solution to deliver a five-year contract to provide a full digital archive service for ITV Sport. To support ITV Sports' fast-turnaround live production workflow, the replays, highlights and clips created on the Timeline infrastructure will be immediately stored in a dedicated ITV Sport archive. McDonnell will lead a discussion on the unique ability of Tedial software to enhance and extend a major sports archive.

"We're very excited to enable visitors to IBC 2017 to have the first glimpse at our new Tedial Evolution Live Event Archive solution," explains Esther Mesas, Tedial CMO/CSO. "This is a huge benefit for facilities. By providing tight integration between the EVS live production workflow and Tedial MAM system, facilities can make considerable production cost reductions."

The World Leader in MAM for Distribution
At IBC 2017 Tedial will continue to highlight its industry leadership in MAM workflow systems for the preparation, management and packaging of distribution, including versioning, OTT, VOD and on-line distribution. Tedial Evolution enterprise MAM tools include the world leading **Evolution Version Factory** and Tedial leadership in software innovation. Its products and expertise have made Tedial the top world performer in multisite, enterprise wide distribution solutions.

Focusing on efficiency, Tedial will demonstrate an end-to-end Interoperable Master Format (IMF) workflow that applies SMPTE standards to provide a reliable on-premises and proven SaaS cloud solution for real world distribution applications. Connected to Tedial's award-winning Evolution Version Factory, the world's only one-in/unlimited output automated media distribution workflow, this one-of-a-kind solution provides the cost savings of an IMF plant with an end-location driven, single workflow for managing OTT, VOD and specialized media distribution. Tedial architecture supports UHD and HDR and provides adopters with enhanced

multi-versioning support, and can address late pending components for previous watermarked versions.

Evolution Dashboard tools for Real-time Statistics and Reporting
Complete monitoring is fundamental to maximize business efficiency and profitability. Tedial Evolution's **Evolution Dashboard tools**, which will be demonstrated throughout the show, allow real-time monitoring of key performance indicators and reporting tools to measure business efficiency and capacity, allowing users to track business processes and help customers reach their goals.

Augmented Storage (AST)
Addressing the needs of multi-site enterprise clients, Tedial continues to expand its product line with the next level in Hierarchical Storage Management with **Augmented Storage (AST)**, the most secure method of controlling tiers of storage across departments or across continents. AST brings content owners a safe, reliable and cost-efficient storage system for cloud workflows and hybrid scenarios as it virtualizes file locations. For those customers managing a multi-site, distributed operation, AST can transparently manage the same content in multiple locations, automating task assignment and data transfers as needed. Its resilient and scalable "Cloud First" design allows facilities to grow according to their needs, dynamically adapting to workload peaks, and provides the highest level of security to protect content and limit access to only those authorized.

Full Operation in The Cloud
Tedial has been providing native support for cloud and cloud hybrid operations for over six years with multiple installations around the globe. As a result of the continuous improvements in its solutions, Tedial's full operation in the Cloud now features multi-resolution MPEG-DASH to enable full Web GUI without media browsing issues, and completely integrates to Adobe Premier Pro CC, Adobe After Effects, and AVID Media Central. Content is processed and moved independent of storage locale, enabling minimal transfers in local high-res operations such as content repurposing, corrections, etc., making content available transparently for the end-users, regardless of location.

Company executives will explain how Tedial's system architecture has been tailored for the Cloud with a flexible infrastructure and native S3 support.

About Tedial
17 years of technology leadership
Tedial is a leading provider of Media and Content Management solutions designed to maximize business efficiency and profitability.

Its multi award-winning Media IT platform, Tedial Evolution, provides international broadcasters and global media companies with the next-generation in MAM and business driven media workflow. It enables an end-to-end business media platform marrying media preparation and logistics into a complete supply chain. This provides customers with scalable tools that cost-effectively allow them to increase their media throughput in-line with the

unprecedented speed at which media consumption is increasing year on year. Tedial Evolution is designed to reinforce a collaborative working environment and drive workflows for linear, VOD and OTT services.

Tedial is a global company with consistently, successfully delivered complex enterprise MAM/Workflow Management systems.

US Tedial contact:
Jay Batista
Email: jay.batista@tedial.com
Tel: +1 (424) 645-5300 x 602

International PR Contact:
Kate Ford
Jump
Email: kate@jumppr.tv
Tel: +44 (0)1932 240001
Mob: +44 (0)7740 948065

US PR Contact:
Harriet Diener
Desert Moon
Email: harriet@desertmoon.tv
Tel: +1-845-512-8283
Cell: +1-914-263-0613