



Framework for Interoperable Media Services

The Business Case For FIMS

- FIMS is a new way to design the technical infrastructure of a media business
- The principles have been successfully adopted by many other sectors
- FIMS introduces a flexible architecture that meets the needs of media companies
- FIMS enables more agile and efficient business operations

The media landscape is changing. Formats are changing fast; resolution has increased from standard definition up to 4K and 8K. Consumer devices are rapidly evolving; new smartphones and tablets need different picture resolutions at each upgrade.

The business model for distribution is also changing. Broadcast over-the-air, cable and satellite has been joined by IPTV, OTT, Web and mobile services. Viewers expect a seamless experience across all platforms in a world of TV everywhere.

A program may need to be reversioned with different edits for different regulatory environments and different languages and then transcoded to hundreds of formats.

A different way is needed to architect the publishing platforms for broadcasting and media enterprises to control costs and deliver business agility.

Broadcasters and content factories are looking for better ways to operate the many services that process content.

A future platform should:

- allow for easy updates to add new services
- support the rapid prototyping of new services
- lower the operational costs through automation
- provide a single view of the technology platform driving the business
- allow low-cost commodity IT platforms to be used for most operations

Many industry sectors have adopted the service oriented architecture (SOA) as a way to build an agile, flexible system from standard reusable components. This architecture can deliver many benefits to the media sector.



EBU

How do I benefit from FIMS?

▶ FIMS supports a more agile business

- » You can rapidly prototype new channels and viewer services
- » You can lower risks by calling on external services (Cloud) to test new ideas
- » Workflows can be simply adapted or reordered to meet new requirements

▶ FIMS enables more efficient operations

- » FIMS allows systems to be monitored and optimized
- » FIMS releases staff from mundane tasks for more creative roles

▶ FIMS provides insight into how your business is running

- » FIMS systems give a top-level view of the technical infrastructure from a simple dashboard
- » The dashboard identifies workflow bottlenecks and displays equipment utilization

▶ FIMS lowers costs

- » FIMS supports off-the-shelf computer platforms
- » It promotes interoperability and reusability of services

FIMS

The AMWA and the EBU, through their joint task force, The Framework for Interoperable Media Services (FIMS) project, have been developing a framework based on SOA principles, but cognizant of the special technical requirements of the media sector—a media SOA.

Past broadcast systems had the workflow imposed from the use of videotape as the primary recording medium. The need to physically move tapes around a building, and the need to copy tapes for many operations constrained possible workflows

Now that content is handled as digital files, it is possible to take a fresh look at how to architect a media business, one that more closely aligns with business needs. Tape is replaced with computer storage, tape movement with computer networks.

Traditionally broadcast systems were built by joining equipment together with video and control connections. If a new output was needed to deliver VOD content, or to feed a mobile service, then a new box was wired in. Frequently the new equipment was not compatible with the existing systems, so custom interfaces had to be developed. This constrained what could be done, and often imposed long deployment times for new services.

FIMS abstracts the technology from the business requirements. To prepare some content for a new delivery format, the many processes that will be needed to manipulate the content can be provided from existing technical resources, or new resources simply plugged into the system. The resources could even be provided by a private or public cloud service. New formats can be rolled out in days rather than weeks, and at a lower cost.

The business needs are the driving force, not the underlying technology. Equipment is connected via standardized adaptors. If equipment becomes obsolete, or something comes along that is cheaper and faster, then that can be plugged in to provide the service. This is the Interoperable Media Service of FIMS—no vendor lock-in, no custom interfaces.

Business & financial television network, Bloomberg TV, has adopted a FIMS system as key to the operation of their 24-hour global service.

