

# MOSAIC

## Online Digital Asset and Workflow Management



### Tata Communications

33% of the world's IP packets travel on the Tata Communications network.

Tata Communications is the world's largest provider of sub-sea cable.

We operate more than 1 million square feet of resilient and secure data centre space globally.

MOSAIC is the cornerstone of Tata Communications' media and entertainment portfolio.

### Tata Communications MOSAIC

Bringing order and efficiency to the increasingly complex world of TV production and distribution

The creation and delivery of content is now truly global. Live television commands global audiences. Film production uses service providers on several continents. Video is repackaged for viewers across cultures and time zones.

This new marketplace is a huge opportunity for content and brand owners as well as media companies looking to build new audiences. However distributing content across the world requires different languages, file formats, legal compliance and transmission standards. At the same time audiences are dividing their attention across a growing variety of channels, each requiring different content preparation cycles.

Reducing production costs through smarter use of technology allows studios to broaden the variety of their output and target new audiences. Driving costs out of distribution enables channels to build their audiences across broadcast TV and the emerging IP-based platforms.

It can be surprising, therefore, that media workflows are still frequently managed manually, using spreadsheets, people and couriers with digital drives or even tapes.

Tata Communications' MOSAIC has been designed to automate, control and optimise these processes while liberating users from bandwidth and location constraints.





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### Media management moves to the cloud

Mosaic is a cloud based media asset and workflow management service leveraging Tata Communications' global network.

Ingest, log, store, tag, search, edit and publish digital assets - video, audio, images, pdfs, scripts and contracts. Mosaic incorporates advanced features such as content genealogy management and makes extensive use of low bit rate video to perform preview, editing and logging tasks to allow users to be location-independent.

Workflows combine tasks into business processes that managers can control, monitor and report on to gain greater visibility of their operations. The cloud model facilitates collaborative working both within and between organisations.

### The benefits of SaaS

IT applications are increasingly moving to the cloud and companies can benefit from:

- **Elasticity** - usage can scale up or down according to demand
- **Scale** - platform providers lower cost through scale and these savings are typically passed on to customers
- **Focus** - customers can focus on their core business without the distraction of IT management
- **Collaboration** - new working models are enabled, streamlining business processes
- **Lower risk** - reduced up-front costs and faster implementation



- Metadata import
- QC
- Create proxy and thumbnail
- Shot detection

- Archive
- Working cache
- Disaster recovery
- Related assets

- Log
- Manage meta-data
- Search
- Edit

- Remote access
- User groups
- Permissions control
- Project folders

- Approval
- Legal compliance

- Regionalise
- Standards conversion
- Recut

- Package
- Publish
- Secure file transfer

### Examples of Mosaic workflows

- **Content logging and tagging** - simplifies remote/offshore working
- **Subtitle creation** - content is securely shared with freelancers and agencies
- **Promos** - non-editors can quickly make shot selections prior to full edit
- **Archive exploitation** - ingest, log and repurpose to create new revenues

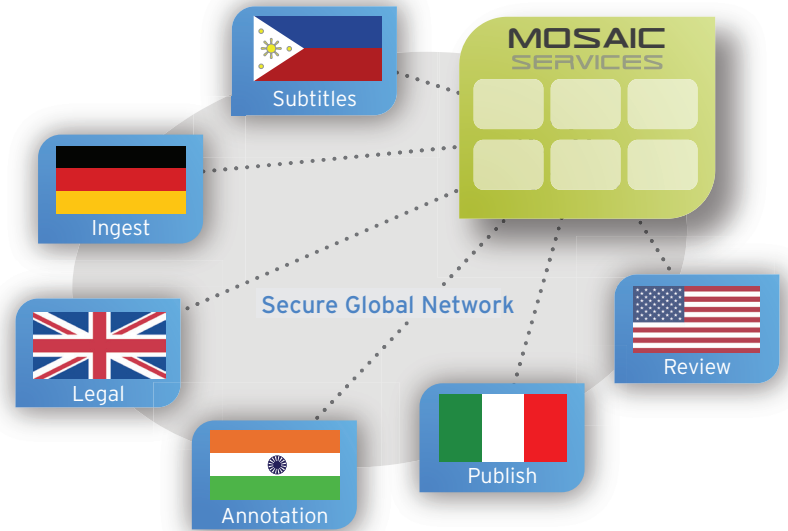


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### Collaborative Working with Mosaic

Mosaic is designed to facilitate collaborative working between different companies contributing to a production. Backed by Tata Communications' Tier 1 carrier grade security and network, Mosaic represents the next generation of professional content management.



### EXAMPLE - BROADCAST CONTENT PREPARATION

A TV producer is preparing content for playout on 20 international channels. She requires legal compliance and subtitling for each country with a minimum of costly re-versioning.

1. Master content is ingested, quality checked and stored. Mosaic creates a browse copy and thumbnail version automatically
2. The producer creates a folder for the show and a user group comprising the team that will be working on preparation
3. She creates work orders for each compliance job - one for each country in which the content will be broadcast.
4. Each compliance specialist receives a message by sms or email, depending on their subscription preferences. They log into the system and see the tasks in their inbox
5. A link opens the Mosaic shot logger with the content loaded. They mark compliance issues on the timeline and then indicate whether re-editing is required.
6. The producer assigns re-editing tasks to her editors. The work orders export the full-resolution content and associated metadata to Avid or Final Cut Pro and then re-import the completed material
7. She creates work orders for the subtitling jobs required. The work orders manage access to the content for each subtitler as well as job notifications. The subtitles can be created at the same time as the compliance notes since they are linked to the relevant timeline reference so will be edited out with any removed shots
8. The producer reviews the re-edited content. She can request editorial changes using timeline notes and approve it for transmission if no further changes are required
9. Mosaic publishes the content to the playout platform in the correct format

For more information on Mosaic visit [Mosaic.Tatacommunications.com](http://Mosaic.Tatacommunications.com) or email [GMES@tatacommunications.com](mailto:GMES@tatacommunications.com)