

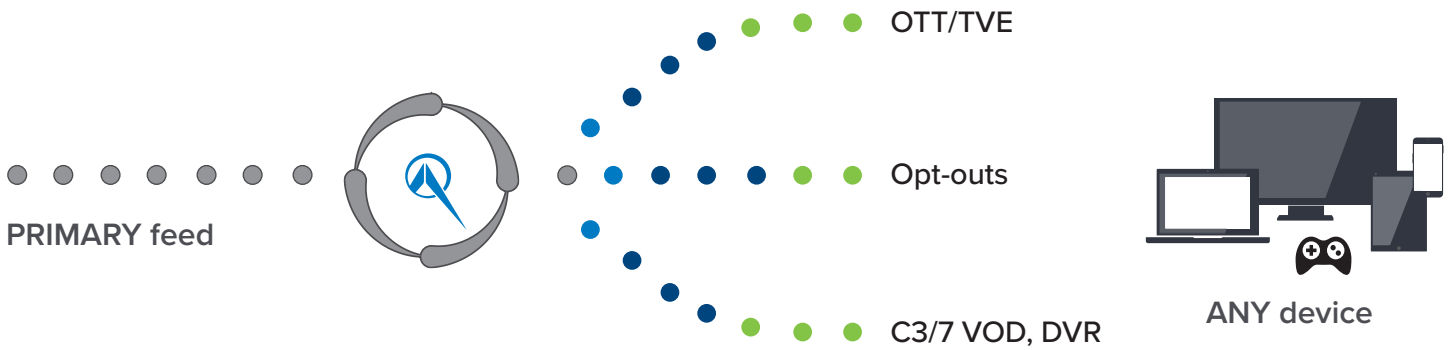
CHANNELDERIVATIVE™

OVERVIEW

Content owners and distributors need a cost-effective method to create alternative content channels for different distribution points that don't require an entirely new origination. Encompass' ChannelDerivative™ solution enables automated channel creation based on primary linear feeds with a limited portion of content, ads and promos replaced.

There are virtually limitless possibilities for affiliates that need to create localized or regional channel variants, replace content, ads and promos, or have unique rights and distribution requirements on portions of their content. Alternate channels are automatically generated from the primary feed where the necessary content is replaced based on each unique requirement. With this solution, clients can cost-effectively accelerate time to market and efficiently monetize content in more ways than ever before.

One feed enables **LIMITLESS** possibilities.



COST-EFFECTIVE COMMERCIAL OPT CHANNELS

Encompass leverages leading-edge automation technology to create alternate programming where only a portion of the content requires replacing.

SCALABILITY

With our unified platform you can experiment with alternate programming, localized and regional variants, multiple distribution channels and quickly grow from one to hundreds of channels faster.

SPEED TO MARKET

Create new channels derived from your main feed that can be delivered on a variety of alternate platforms for OTT, regionalization and localization.

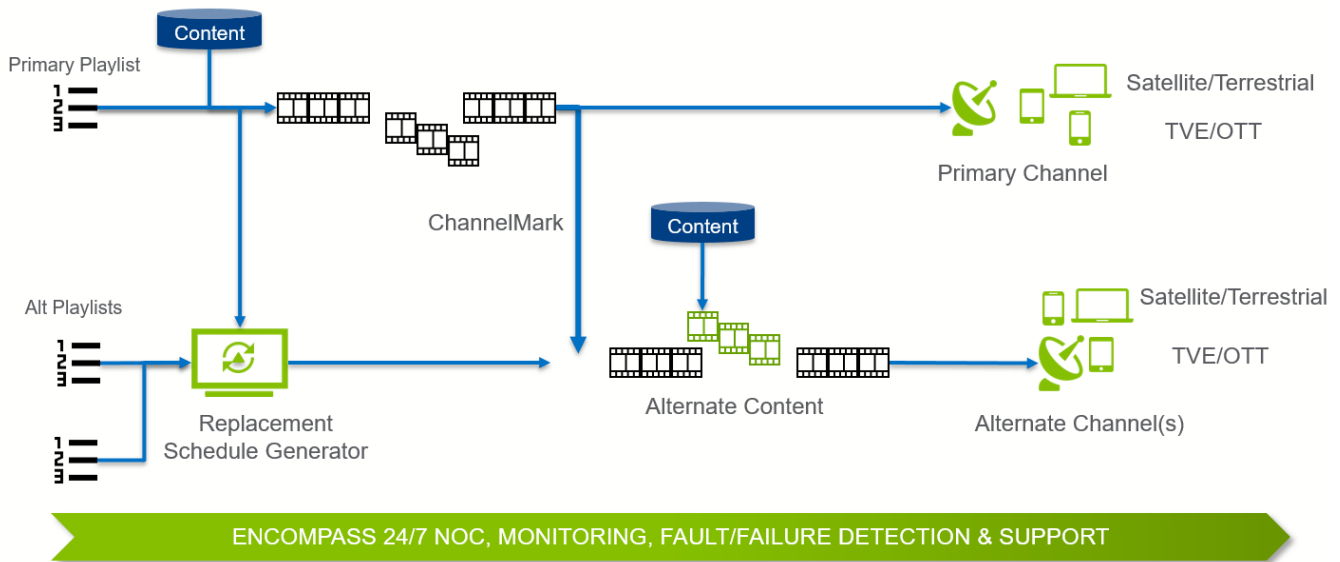
GLOBAL MANAGED SERVICE

Encompass specializes in solutions that propel clients ahead of the competition. We deliver broadcast-quality media over a scalable, robust infrastructure with unparalleled technical expertise and broadcast-level SLAs.

CHANNELDERIVATIVE™

ChannelDerivative combines the power of ChannelMark™ with other Encompass proprietary technology to prepare main linear feeds with the necessary metadata and timing signals that enable automatic content replacement and alternative ‘opt-out’ channel outputs.

The solution is playout automation agnostic and requires no changes to the primary automation system software or linear playout workflow. The primary and alternate playlists are examined in Encompass’ gateway to determine the content and branding replacement points and create the alternate uncompressed channel output ready for distribution to any endpoint for regionalization, localization and TVE/OTT streaming.



BROADCAST-QUALITY CHANNEL OUTPUT

Encompass is the only service provider that can deliver an uncompressed stream, fully decorated for downstream automation with the highest levels of video quality.

FILE-BASED AND LIVE CONTENT

Frame accurate triggers enable derivative feed automation that switches to a live source or replace with file-based content so that you can seamlessly deliver personalized, localized and regionalized services.

AUTOMATED CONTENT REPLACEMENT

Encompass ChannelMark™ technology decorates the primary channel to enable frame accurate programming and ad replacement on derivative feeds giving clients more ways to monetize content.

REPLACE LOGOS, BRANDING, AND RATINGS

A successful channel requires more than content. Derivate Playout substitution technology ensures clients do not lose any logos, branding, ratings or images with the new channel.