



TECHNOLOGY BRIEF

Three Media and Arcitecta - How a partnership positively impacts technology and clients

The Media industry and the drivers of change...

Over time, the capability of many of the industry's leading media and metadata management systems and tools has continued to advance, but can they change quickly enough to keep ahead of the new demands? The relentless, almost geometric growth, across the industry, in both the volume of files and complexity of data required for identification and global exploitation, poses a significant performance challenge to all vendors.

This, coupled with the necessity to increase automation and dramatically reduce human intervention at every point in the supply chain, has meant many vendors have had to step back and consider if their products remain "fit for purpose".

Three Media was no different and performed an intensive 'bottom up' analysis of their XEN: product set.



The Challenge

Inherent market, design and functional pressures guide the definition of new functionality and capabilities in most products but additionally, Three Media have identified two key areas that must change but pose significant challenges to resolve.

All new systems must support easily extensible and flexible data schemas, complex business and technical hierarchies (parent/child relationships) and the ability to manage and



present "big data" sets, as an example which would be layer after layer of timeline data extracted through video and audio AI recognition workflows.

Not only must the database support these capabilities, it must also be highly performant. The clear conclusion was that a wholesale upgrade of core database capability was required but that none of the traditional choices would deliver against all the requirements.

Second to that, Three Media identified that visibility and identification of files across multiple locations was becoming more and more critical. A user does not need to know where a file is located but just that it exists, it is associated to the hierarchy and can be exploited.

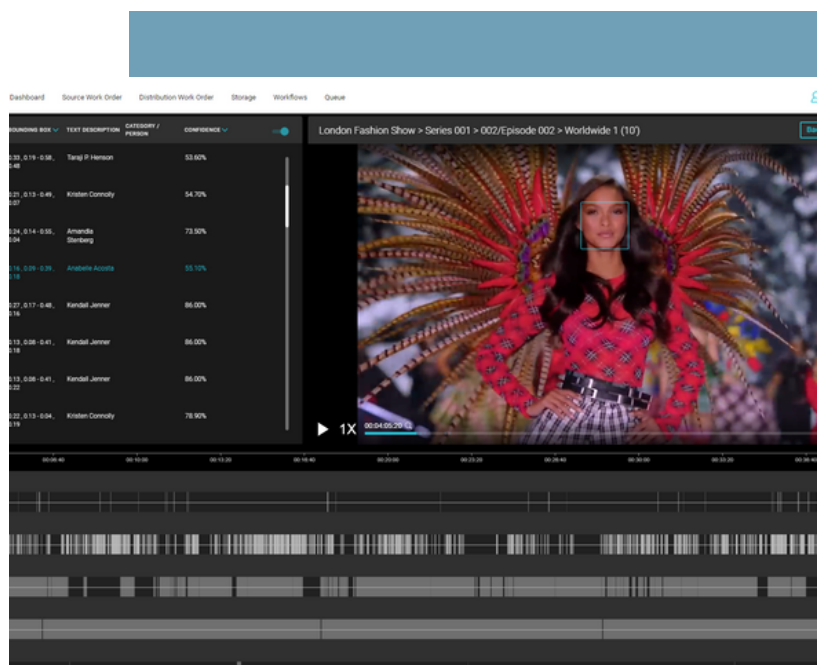
The Solution: Arcitecta Mediaflux

Three Media's evaluation resulted in the decision to replace the underlying database and related infrastructure and to implement significant changes in the way XEN:Pipeline manages, processes and presents data and files to end users. This was an essential move in order to provide a flexible framework to support and enable continued growth and critically, expanded features and functionality.

This led, after an exhaustive search and product evaluation, to the selection of Arcitecta and their Mediaflux compressed object database (XODB) as the new core of XEN:Pipeline. The flexibility of Mediaflux, combined with a broad set of API functions, enables the extraordinary ability to integrate almost any kind of storage environment anywhere into a cohesive and global namespace, fully supported and protected by native national defence grade security.

Arcitecta provided a robust, mature solution based on Mediaflux to both areas of identified change.

As most content providers have an archive of library files stored across multiple devices, locations and in many different formats, this capability was defined as being a core requirement, delivering significant efficiencies. The challenge was then to identify a mature vendor operating in this space as building this functionality would take months if not years.



Benefits: Why Mediaflux was the right choice

With Mediaflux at its heart, XEN:Pipeline offers unrivalled capabilities to the media industry. The unique way in which it manages data provides the flexibility and performance required to manage many millions of data sets. There is no limit to the extensibility of the data schema ensuring that, as the industry grows and new trends surface, XEN:Pipeline can extend quickly, seamlessly and above all, cost effectively.

Its approach to storage management provides the near unique ability among its peers to integrate almost any kind of storage into a common, secure, operational environment with little or no engineering required. It can be deployed into a customer's business and operational environments alongside any existing storage management system with no disruption to existing operations, whilst delivering dramatic reductions in overhead connected with implementation, deployment and support of new features.

Result: XEN:Pipeline with Mediaflux, 1+1 = Transformational!

The combination of Mediaflux and Three Media's powerful business content management layer and the simplification of the XEN:Pipeline UI delivers an entirely new set of advanced capabilities to the metadata and content management industry. XEN:Pipeline enables businesses and users to cost effectively discover, identify, associate, describe, manage and ultimately exploit a far broader and deeper range of "long tail" content, wherever it's located and on almost any kind of storage hardware. In the past, and the present, much of this content is not economically viable using other systems.

XEN:Pipeline and Mediaflux will transform your business. Let Three Media show you how.

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XEN:Pipeline is a trademark of Three Media Associates Ltd



About Three Media



Three Media, an innovative technology company, focuses on creating transformative media solutions via our consultancy services and the XEN:Pipeline product suite. Originally founded in 1999, Three Media built its reputation by delivering large scale projects for leading global media companies including BT, ITV, AMC Networks and BBC Studios.

All our customers have come to us via referrals, securing a 100% success rate with project extensions. Our long and deep experience led us to develop XEN:Pipeline, a business content management system that optimises resources, reduces costs and generates new revenue streams across the content supply chain and its associated workflows.

Simplify, Optimise and Deliver. This is not just a slogan but encapsulates what Three Media does. As media solutions evolve, so do we.

About Arcitecta



Arcitecta is a creative and innovative software company. Founded in 1998, we're on a mission to build the world's best data management platforms.

In the mid-1990's, long before "Big Data" became a buzzword, we realised that data would underpin every human endeavour and create a significant explosion in all forms of data during the coming decades. The first lines of our flagship platform were written in 2001 with the vision to deliver organisations with extraordinary technology for handling all forms of data, from small to very large and complex. This was just the beginning.

Over eighteen years of entrepreneurship, Mediaflux has formed the foundation for managing the simplest, and the most complex data, for individuals through to large teams of people at global enterprises. Our experience in working with our customers in defining the questions they need answered has simplified data intensive workflows, and exposed pioneering ways for our partners to improve their businesses and people's lives.

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