BeBanjo

BeBanjo Case Study: Orange Cinéma Séries (OCS)

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Orange Cinéma Séries (OCS) makes premium films and series available on-demand, on practically every connected device in France. OCS does this at scale, quality and speed. <mark>Premium content like "Game of Thrones" or "True Blood" is available on-demand on OCS 24 hours after the programmes premiere in the US.</mark> This is no mean feat, and OCS counts on BeBanjo Sequence and BeBanjo Metadata to help run the show.

About OCS

OCS provides a set of linear channels, as well as one of the largest subscription-VOD (SVOD) services in France, with over one million subscribers. It is part of the Orange group (formerly France Télécom), one of the world's leading telecommunications operators.

With over 100 licensors, OCS acquires content from practically all major and independent US and European studios, from Studio Canal to HBO. OCS distributes high volumes of content – typically over 800 titles a month – to a large number of platforms covering the French market:

- Orange's own platforms, *e.g.*, Orange's TV and PC services for ADSL and fibre subscribers.
- Third-party platforms, *e.g.*, Canalsat (IP-enabled satellite STB), Numericable (cable TV), SFR (IPTV).

OCS distributing selected premium content 24 hours after US broadcast is an important marketing feature (branded "US+24") and a strong answer to piracy. But operating non-linear services under such tight timelines is a big challenge, and BeBanjo provides some of the key tools to address it.

OCS and BeBanjo

OCS uses an integrated solution provided by Arkena and BeBanjo for its on-demand media operations:

- Arkena provides a managed service for transcoding video.
- BeBanjo provides software tools to manage workflow and metadata transformation.
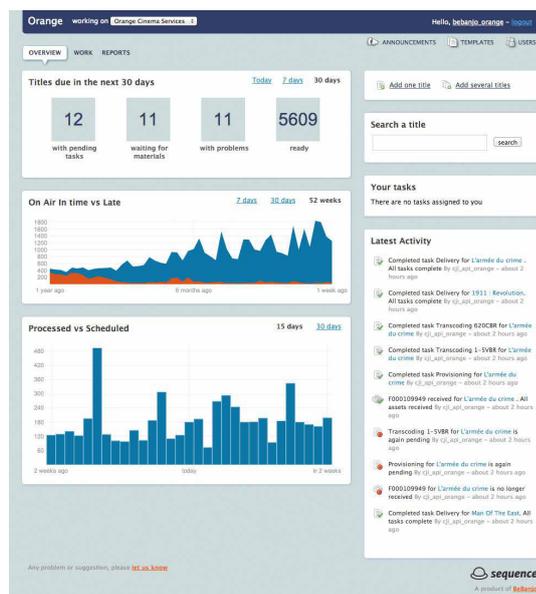
BeBanjo Sequence

BeBanjo Sequence orchestrates the media processing work to be performed by Arkena: content provisioning, transcoding to multiple profiles and delivery to the platforms. Integrations with OCS and Arkena are based on BeBanjo's web service APIs, and allow for high automation. Business-as-usual is performed with no human intervention.

But when exceptions occur (e.g., a subtitles file is not conformed, or source video materials are missing), Sequence provides a powerful user interface for all parties to assign, escalate and resolve issues. OCS and Arkena share a real-time view of the work, correctly prioritised, and highlighting problems.

Example of an operational problem highlighted in Sequence

Sequence provides control and visibility of media operations. The Sequence dashboard gives an overview of the performance of the service: late deliveries, capacity planning, or recent activity can all be checked at a glance.


The dashboard in Sequence shows the status of media operations

BeBanjo Metadata

OCS publishes content to all key platforms in France: Orange's own platforms, CanalSat, Numericable, SFR... Each platform expects metadata in a different format, some adapted from industry standards (*e.g.*, CableLabs), some entirely bespoke.

BeBanjo Metadata effectively solves the problem for OCS. It performs metadata validation and transformation to the specification of each platform. It highlights metadata validation errors at the point of scheduling, typically weeks ahead of publication.
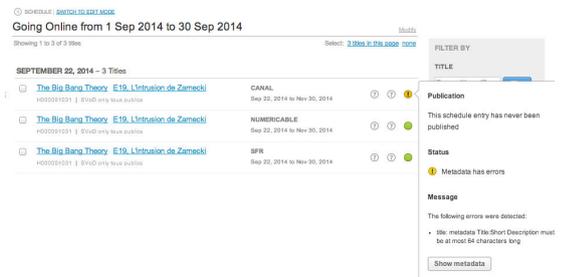
Example of a metadata validation error

And the BeBanjo Metadata framework has made it possible to implement OCS' specific business logic, with OCS' aim to maximise automation. For instance, truncation of overlong synopses, or mapping of genres from one taxonomy to another, have been automated following OCS' business rules. The result is a high-quality and efficient service, running at scale with minimum user intervention.

Arkena

About BeBanjo

We are an agile company of talented developers, designers and Video On-Demand specialists and we like to take good care of our customers; that is why we focus on making easy to use, easy to learn, collaborative tools that our users love. We make Video On-Demand operations easier, faster, better, so that our customers are free to concentrate on really running their Video On-Demand business. A wide range of companies successfully operating in the on-demand space already trust us. BeBanjo was founded in 2008 and is part of Arkena.