One second, from feed to story

Follow a politician's answer from the moment the story is planned to the moment it goes out. This is the workflow we're building toward. Much of it runs in newsrooms today: planning, ingest, storage, editing, rundown and playout. What we're building is the connection between them, with TAMS underneath.

This shows the workflow we're building toward. Some parts are available today and others are in development. Plans and availability may change.

0

Plan BEFORE THE FEED

Avid Content Core

The planning desk creates the story in Content Core Planning (built on Wolftech) and assigns a producer and an editor to the politician's press conference, before anyone hits record.

Planning desk
Content Core Planning

Story · Politician's press conference
Producer and editor assigned

CONTINUES IN STEP 4

1

Record IT'S LIVE

Avid | Stream IO records the live feed, keeps the high-resolution media on Avid NEXIS and writes media flows to TAMS, so the story can start using the recording before it ends.

Avid | Stream IO
Live ingest: SDI, SMPTE 2110, SRT



High-resolution media
Recorded to Avid NEXIS

Growing media flows in TAMS
For tools that need the recording before it ends

2

Store WHERE IS IT?

Each recording lands where it suits the work. TAMS is the time-addressed API and reference layer over object storage, alongside **Avid NEXIS** and other storage. **Content Core Site Engine** is designed to run Avid media services where the media lives, starting with media flows in TAMS, to avoid unnecessary whole-file copies.

Avid NEXIS
Shared storage, on premises

TAMS time-addressed API and references



Object storage e.g. Amazon S3
Growing media flows in TAMS

Third-party storage
On premises or in the cloud

Content Core Site Engine starts by creating media flows in TAMS, with more media services to follow. Processing, playback and delivery still read or transfer media.

3

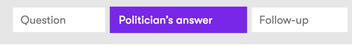
Describe WHAT'S IN IT?

Asset metadata such as logging and markers lives in asset management: MediaCentral today, and **Content Core**'s native asset management, with or without **MediaCentral**. Search in Content Core finds the moment by what's in it.

MediaCentral
Asset metadata: logging, markers

Content Core asset management
Native, with or without MediaCentral

Search in Content Core



TADS (BBC R&D) · an open format for time-based data about media. Not connected to Avid products.

4

Connect WHAT'S IT FOR?

Avid Content Core

The recording is attached to the story it was planned for, alongside every other recording in that story. Rights checks, the edit and the rundown all work from the same context. Rights information supports a person's approval; it doesn't replace it.

THE SAME STORY

Reporter's piece to camera
Same story

Story · Politician's press conference
Now includes the politician's answer

Agency feed
Same story

Rights checks
Avid Assist agents surface rights information; a person approves

Edit
Media Composer · Content Core Web Editor

Rundown
iNEWS · Content Core Rundown

5

Deliver WHERE DOES IT GO?

The finished story goes to air through **Avid | Stream IO** playout, and to the publishing destinations your **Content Core** setup supports, with transcode or export steps where a destination needs them.

Playout
Avid | Stream IO, to air

Publish
Supported connectors and release scope vary by setup

Simplified for illustration.

avid.com