



Latakoo Use Case: Broadcast News

Anytime & Everywhere



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Broadcasters today must meet the general public's requirement for news whenever and wherever they want it. Video content, in particular, presents several unique challenges. Raw footage from field cameras is stored in proprietary formats and the file sizes are typically large. This makes them challenging to compress without quality loss and slow and expensive to transfer for editing or sharing. Since the faster a broadcaster can get their own content online translates directly into views and those views into revenue, it's critical that their field staff use the fastest, highest quality technical solution to get breaking news to their viewers.

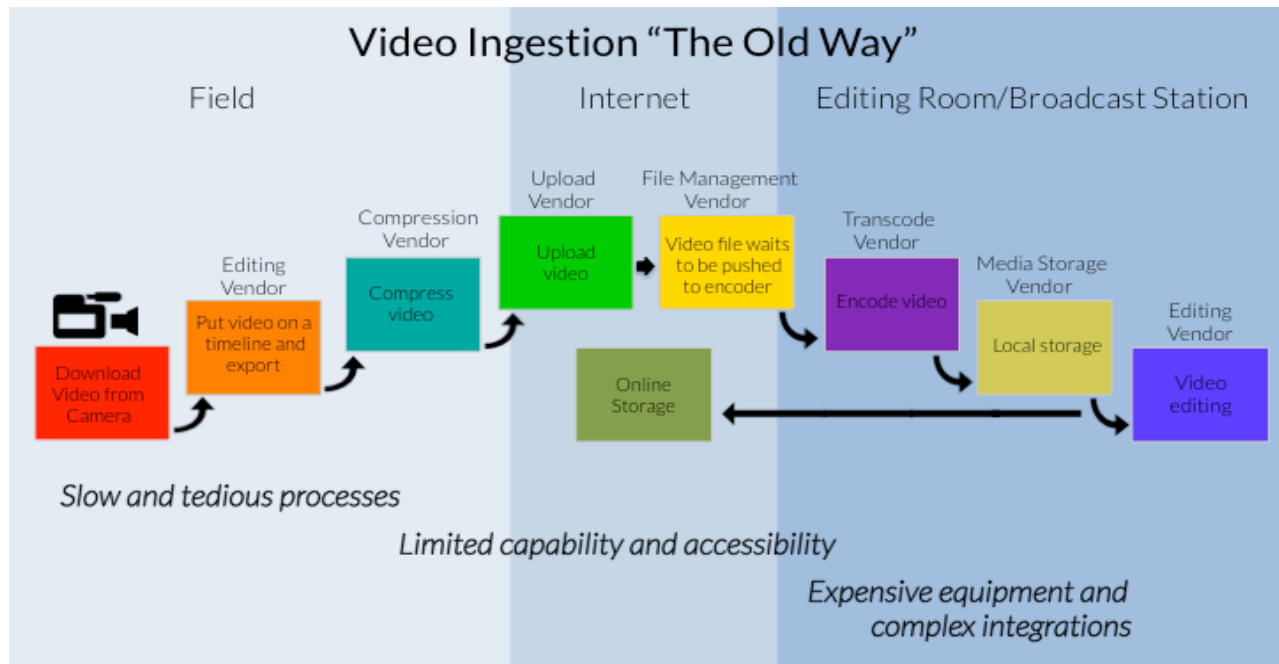
A secondary problem is that most field reporters and photographers are not technical specialists. They are paid to gather news and not wrestle with the complexities of encoding, file transfer and online distribution. A successful solution must be elegantly simple for its users and capable of working on the widest variety of mobile devices.

Latakoo overcomes both of these challenges with proprietary technology that is not only easy for the field users to master, but employs patented technology to simultaneously compress and transfer video from the field faster than any other solution on the market. The video can then be made available to other stations or distribution partners via a cloud supported or on-premise video sharing application or delivered directly to an edit bay for preparation for broadcast.

The Problem: Slow, Expensive and Complicated Video Workflow

More people watch more video on more platforms than ever before. Unfortunately for broadcasters, the revenue models surrounding those platforms trade digital dimes for broadcast dollars. As a result, the cost of capturing, compressing and delivering that video must be kept as low as possible in order to make a profit. Traditional video workflows from camera to edit bay often rely on:

- Proprietary camera formats that create large files that are difficult to work with or time consuming to compress
- Complicated or expensive compression technologies that are either expensive or slow and require expensive personnel to manage.
- Lack of interoperability between workflow components require in-house programming talent to write to vendor API's. The alternative is expensive custom development by vendors or independent consultants.
- Up front investment in expensive hardware and software.

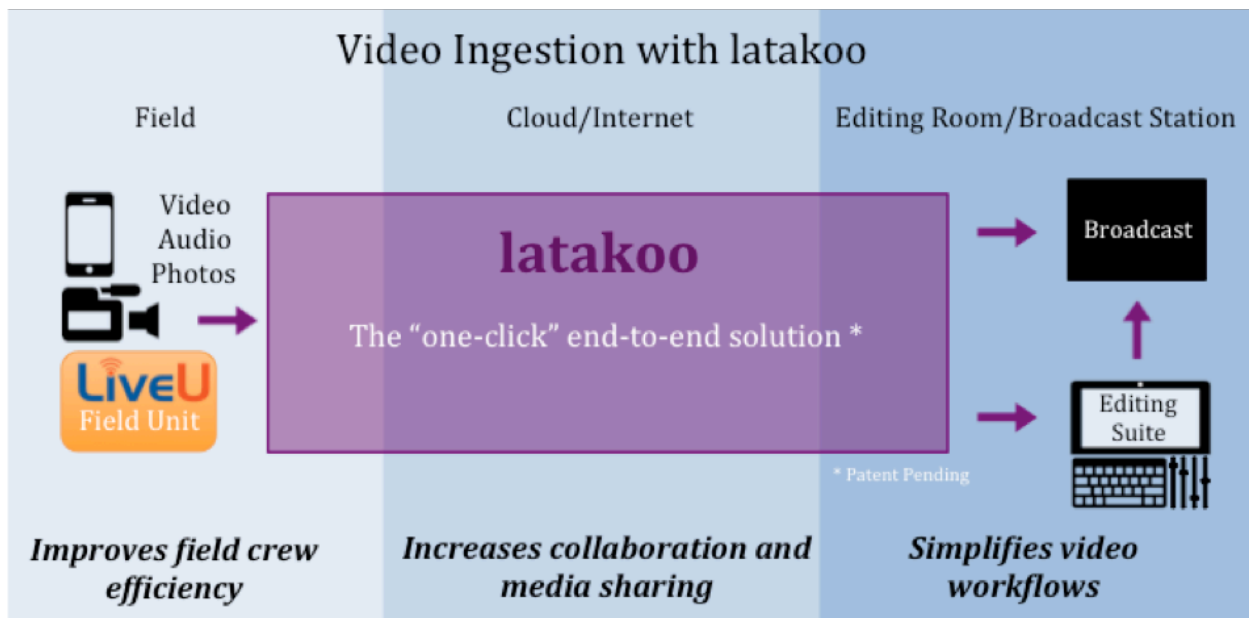
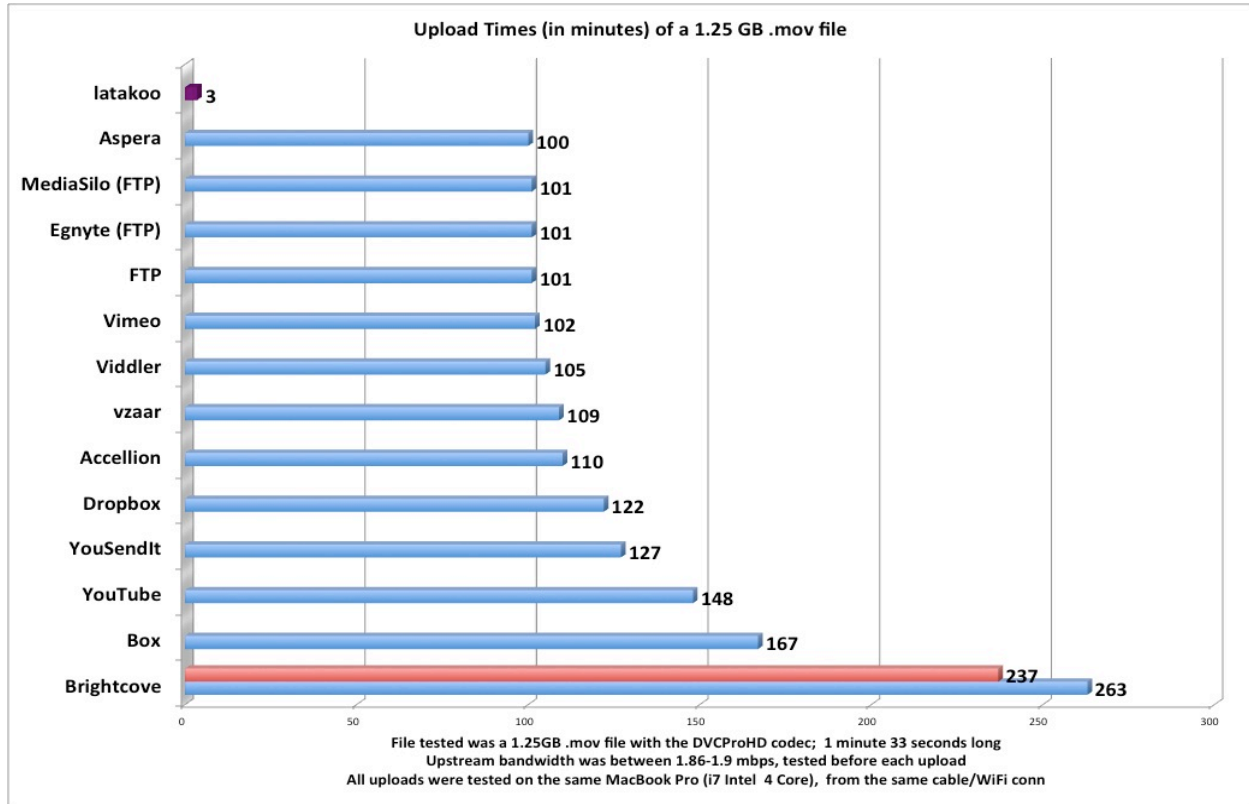


Broadcasters face a pressure today that didn't exist 20 years ago. In 1995, you could tease your audience to tune into a big story on the evening news. In 2015, no one waits for the 6:00 news to find out what happened. The news is on their PC, tablet and phone within minutes. Broadcasters who are after that audience must have the fastest and most cost effective tools to make advertising supported video available on-air, online and for mobile.

The Solution: Easy to use, patented upload and delivery technology.

Latakoo addresses the problem of slow, complicated and expensive video compression and delivery in the following ways:

- **Latakoo's** proprietary technology beats every other file delivery system by combining compression and delivery into a single step. Testing against commonly deployed products from Signiant, Aspera and others show significantly faster delivery times over and over again.
- Automation and integration with enterprise editing suites. Using **latakoo** Hub, reporters can shoot video and transfer that video into **latakoo**, which then automatically delivers the file, in the right format, to your company's video editor for broadcast preparation. No other human intervention is required.
- Simple to deploy and train. Anyone in your organization can be up and running on **latakoo** in minutes or hours.
- Faster time to market means more advertising revenue. Low operating cost means more net profit.





The Results: Over \$350,000 over 4 years for a single station.

In one recent trial at a national broadcaster's news station, **latakoo** documented the following advantages of their technology over commonly used methods for getting video from the field back to central edit or broadcast facilities.

- Video upload time reduced by **75%** as measured over the delivery of 218 video packages.
- Video download to field users reduced by **79%**.
- Bandwidth used for Video uploads reduced by **84%**
- Total workflow time from Panasonic camera to final edit was **279%** faster than current workflow.

Although it's notoriously difficult to calculate the true costs and savings of any technology, a conservative estimate of the savings through the implementation of **latakoo** at a single mid-tier broadcast station are estimated at over \$350,000 over 4 years. This does not include the additional revenue generated by ad supported video distribution that results from being first to market with compelling video to mobile and broadcast outlets.

Summary

Everywhere in broadcasting the pressure is on to deliver more content to more platforms with fewer resources and less money. **Latakoo** automation and simplicity of use is putting broadcasters back in the black by making it quick and easy to share video from any source to any destination whether it's an edit suite, broadcast server, website or mobile device.

