Redefining Content Storage and Distribution

Broadcasters face obstacles related to migrating, managing, and distributing the content in a way that makes it easy for users to access it from any screen, any time. Despite their best efforts, they are often left struggling to keep pace with demand, and with ever-changing devices, formats and protocols.

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Singtel Cloud-Based Content Storage Management (CSM)

Pay-per-use model, almost no Capex investment

Traditionally, the best way to overcome the obstacles is to increase investment to enlarge on-premise storage infrastructure. However in a long run, this investment will become a liability to the Broadcasters. With this in mind, Singtel Cloud-Based Content Storage Management (CSM) solution would be able to help Broadcasters overcome the obstacles at a fraction of the investment.

Scalability

In addition, CSM allows Broadcasters to scale up and down on demand to meet the changing needs of the modern media business.

Fully automated to manage and monetize assets

Broadcasters can turn their asset libraries into revenue while meeting the demand for any screen, anytime content delivery. This fully automated, rules-based, online publishing solution uses the cloud to streamline content management and distribution, and targets the most popular consumer technologies, making it possible and profitable to distribute content.

Address fast-paced business operations

CSM is set up for media organizations that face not only the traditional pressures of managing mission-critical assets, but also the many challenges of successful operation in today's industry – namely, constantly changing organizational structures, the need to consolidate operations, and increasing reliance on outsourcing.
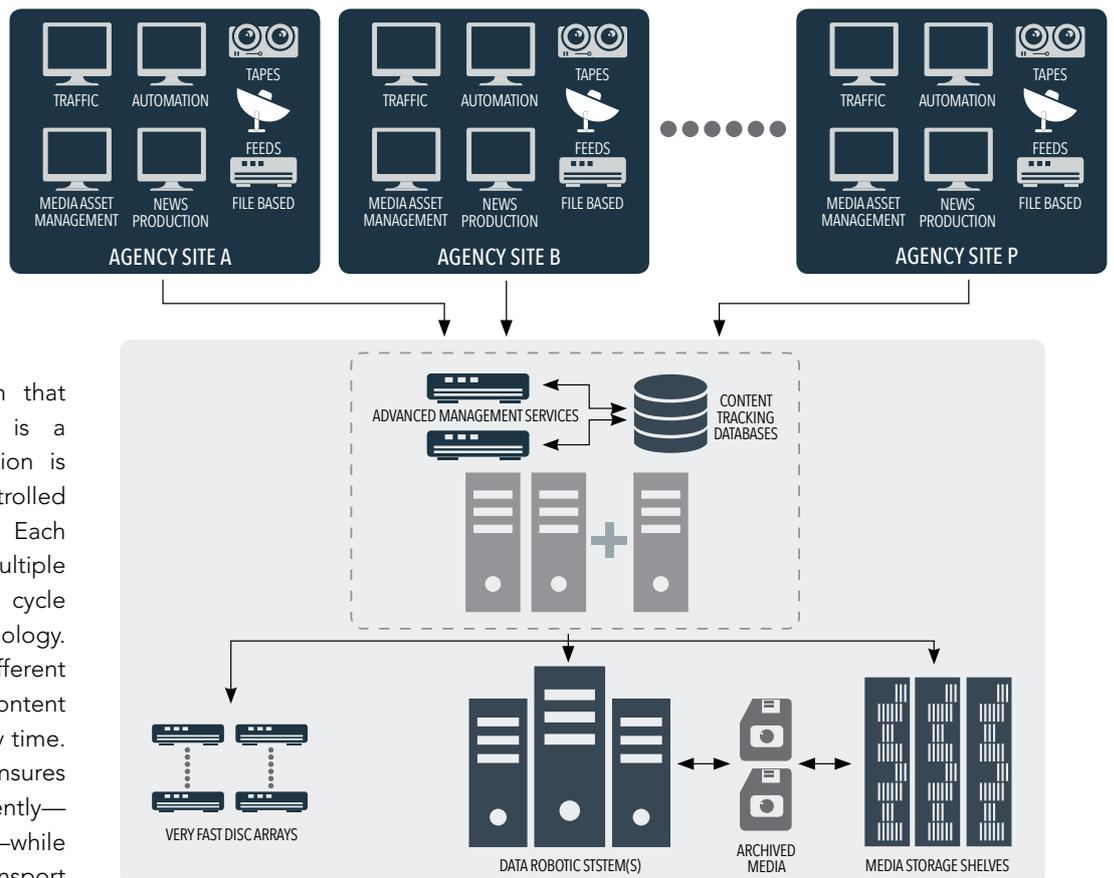
How does CSM work?

This technology is unique in that built-in content distribution is a standard feature, so distribution is automatically and tightly controlled based on predefined policies. Each asset will likely go through multiple monetization cycles, with each cycle based on a different technology. It accounts for all those different technologies, enabling content owners to serve any screen, any time. The cloud-based solution ensures content gets delivered efficiently—either internally or externally—while fulfilling security, format, and transport requirements