How are you managing your content?

**AT&T Digital Media Solutions℠**

You bring it to life. We’ll take it from there.

The digital lifestyle is changing the way you do business. Your end users want their content at their convenience on their device of choice. But you don’t necessarily have the proper expertise or the infrastructure to meet their demands. With multiple vendors solving for different pieces of the digital media puzzle, finding the right solution can be costly and confusing. Let AT&T simplify the complexity. With a single resource and an integrated, comprehensive portfolio of content management and delivery solutions, you’ll always know who to turn to for answers. And with our commitment and continued investment in infrastructure, capabilities, people, and relationships, you can count on us to be there when and where you need us.

The Digital Media Lifecycle

**YOU CREATE**

- Video
- Audio
- Software
- Website
- Live Event

**YOU CREATE**

- Training

**WE MANAGE**

- Getting my video into the system, described, indexed and scheduled for delivery has never been simpler.

**MEDIA ASSET MANAGEMENT & CONTENT INDEXING**

- Ingest media into AT&T’s network platform quickly with a variety of easy-to-use tools.
- Add descriptive metadata to the asset and apply advanced video indexing to enhance search capabilities.
- Manage, catalogue and schedule assets for distribution.

**WORKFLOW AUTOMATION**

- Automate business processes with notifications, review and approval workflows and more.
- Automate system-to-system interfaces to perform transcoding, encryption, digital watermarking and delivery.
- Monitor job status from a centralized dashboard.

**OPERATIONS**

- Condition digital assets for distribution to multiple channels:
  - Transcode to any format, for any device
  - Apply business rules to determine who can use the content
  - Monetize your content through subscriptions or pay-per-view models
  - Support advertising insertion
  - Easily configure a branded media player for customers, employees or partners
  - Deliver an interactive experience to your users through PowerPoint slide synchronization, polls, quizzes and more
  - Publish content to multiple destinations, including CDNs, FTP, Web Servers and more

**WE DISTRIBUTE**

- Replicate content over several mirrored web servers strategically placed in AT&T’s public network or your private network to place content closer to end-users.
- Intelligently deliver your content from the closest location or most optimized path for better performance and improved end-user experience.
Integrated Solutions supporting the Digital Media Value Chain

Content Management
AT&T Media Management Services
Simplify management and delivery workflow of your rich media while accelerating the process of placing your content on your website. AT&T Media Management lets you acquire and ingest rich media content such as videos, music, games, TV shows, sporting events, corporate training events, and advertising from your enterprise network. Store, manage, retrieve, publish, index, and monetize your rich media assets on an automated platform.

Choose from hosted or premises-based solutions with dedicated or shared options to meet your unique requirements.

Content Indexing Services
Maximize your ROI of inventoried rich media assets through a network-based multi-media service that performs video indexing, speech/audio and video search, and content personalization. Primary functionality includes:

- Video Indexing based on scene changes and facial detection
- Audio/Speech Processing to normalize close caption or speech-to-text data and match transcripts to scenes
- Search capability for spoken communications, content, or metadata

Content Distribution
AT&T Intelligent Content Distribution℠ Service (ICDS)
Expedite delivery of your digital media through AT&T’s Content Distribution Network (CDN) service, which caches your website content in the AT&T network and delivers it to users from local strategically placed edge caches. Local delivery of heavy content, such as movies, music, software, images and JavaScripts, improves web page download times and reduces video buffering for an improved end-user experience. By delivering heavy content through ICDS, you can reduce load on your web infrastructure and receive capacity-on-demand to absorb Flash Crowd events. Feature highlights include:

- Caching - Video Progressive download; Whole site and partial site delivery; SSL and authentication, Geo-Restriction and Targeting; Content Preload and Purge; Dynamic Content Acceleration
- Streaming - Live and Video on Demand (VOD) for Flash, Windows; Full support for Flash 3.0 (SWF Hashing, RTMPE, RTMPT, Multi-Point Publishing, Access Control Lists); HD Adaptive Streaming
- Storage - Replicated geographically diverse RAID Storage allows you to move heavy content off their sites

AT&T Private Content Distribution Service
Replicate rich media content such as live video, video on-demand, and large files for downloading within your private network. This turn-key service allows you to overcome WAN limitations to enhance delivery of your rich media content such as executive webcasts or corporate training for end-users behind the corporate firewall.

Other Digital Media Services
Broadcast Video Services
Utilize high-capacity, low latency, and virtually jitter-free bandwidth solutions for broadcast quality transmission. Applications can include content and network broadcast in various speeds and video formats including High Definition with options for audio embedding and video switching.

AT&T Digital Signage℠ Service
Deliver high-impact multimedia quickly and effectively via reliable, scalable unicast or multicast distribution to virtually any number of digital displays across the enterprise. Content can include product spotlights, brand promotion, targeted multilingual video, text, audio, or Web content designed to promote your products non-stop.

What’s different about AT&T Digital Media Solutions℠?

- **Simplicity** – Single source to support the phases of your digital media lifecycle.
- **Scale** – Global network engineered for massive content volume and feature build out to help reduce your technology risk.
- **Performance** – Industry leading in latency, uptime and security for increased and consistent end-user performance.
- **Reach** – Over a billion devices connected to the network with reach to over 170 countries with delivery across multiple diverse channels.

To learn how AT&T can help you manage and distribute your rich media content, call us at 888-499-5874, email us at dms@att.com, or visit us online at www.att.com/dms