

OOYALA® MAM

Regain control of your assets.

Powerful applications for editorial users. Get all of the benefits of the Ooyala Flex Media Platform, with only the features and functions your editorial teams need. Accelerate your content production and distribution workflows with asset management from Ooyala.

OoyalaMAM is a highly configurable HTML5-based media asset management application that gives non-technical users and editorial teams the power to perform essential content processing tasks. **OoyalaMAM** makes it easy to upload, organize and review assets, search for and update metadata, perform rough cut edits, export EDLs, and trigger workflows. As an integral part of the Ooyala Flex Media Platform, **OoyalaMAM** can be tailored to match your unique production workflow. That means you can review and collaborate on assets with internal teammates quickly and efficiently.

KEY BENEFITS

- ◆ **Simple visual interface** that helps both technical and creative users manage day-to-day content production and distribution.
- ◆ **Easy to customize:** Powered by highly configurable workflows, **OoyalaMAM** can be tailored to match your unique business processes. That frees up your teams to focus on value-add creative work.
- ◆ **Integrated:** Model your own metadata definitions, define relationships between assets, and automate tasks like encoding, transcoding and QC.



Say goodbye to your monolithic media asset management tools. **OoyalaMAM** is fast, flexible and at your service. It uses a friendly microservices architecture, so it can be tailored to match your unique workflows and business processes. It connects directly to the core of the Ooyala Flex Media Platform, so you can customize your metadata definitions, orchestrate sophisticated workflows from a single application and track production data for full visibility.

OoyalaMAM is accessible via a browser, so you can work from anywhere with a network connection. And it's packed with collaborative features, so you can work on your assets right alongside others in your organisation.

FEATURES

MEDIA ASSET MANAGEMENT

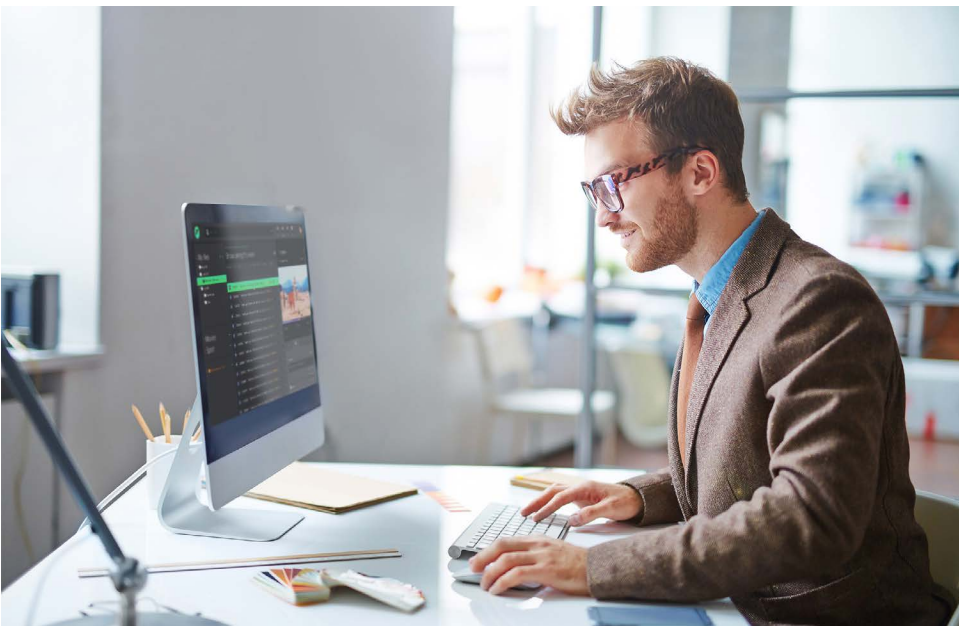
- ◆ Upload your assets: video, images, subtitles, text, audio files
- ◆ Browse through your existing assets, collections, and edits
- ◆ Find assets using quick or advanced search, including query-based searches
- ◆ Choose user-definable objects to suit your business processes
- ◆ Organize your assets into nestable collections
- ◆ Make timeline comments based on timecode
- ◆ Tag assets
- ◆ Create clips and edit rough cuts
- ◆ Build collections to curate and prepare content for delivery

ORCHESTRATION AND INTEGRATION

- ◆ Trigger and track workflows through the whole Ooyala Flex Media Platform
- ◆ Use pre-configured actions and workflows to transcode, archive, approve, copy, delete and publish assets
- ◆ Use headless API-based integration
- ◆ Import and populate metadata from external systems
- ◆ Deliver content to non-linear editing systems (such as Avid and Adobe Premiere) with our best-of-breed integrations
- ◆ Integrate with Artificial Intelligence solutions, such as Google Video Intelligence to automatically index content and catalog your assets

COLLABORATIVE WORKFLOWS

- ◆ Customized wizards and panels
- ◆ User task allocation and management
- ◆ Fine-grained access control
- ◆ Configurable timelines with customizable timeline markers
- ◆ Support for growing files for quick turnaround of live-to-VOD content



Help your editorial teams can keep a clear view of their media, resources, timelines, and bottlenecks. Help them focus on the tasks that add value and creativity. Help them do more – with **OoyalaMAM**.

OOYALA® REVIEW

Approval workflows made simple.

Now you can implement flexible review and approval workflows for both internal and external users. Reviewers can collaborate, submit time-coded comments and move content across the supply chain anywhere, any time – effortlessly.

OoyalaREVIEW is a powerful HTML5-based application which integrates seamlessly with the core of the Ooyala Flex Media Platform. Use smart workflow orchestration and sophisticated metadata to create new OoyalaREVIEW sessions manually or from an automated workflow, then invite existing users (internal or external) to participate. You have full control as you track the entire process.



KEY BENEFITS

- ◆ **Easy-to-use interface** that's integrated with larger workflows, using existing technology throughout your content supply chain.
- ◆ **Automated review and approval workflows** that end manual tasks and error-prone processes.
- ◆ **Faster content delivery** as the right people review and approve content securely from wherever they may be.
- ◆ **Simplified localization** as local language reviewers see only the captions and audio tracks they need.
- ◆ **Find approvals bottlenecks** with the Ooyala Flex Media Platform's core analytics tools.

FEATURES

ORCHESTRATION AND INTEGRATION

- ◆ Fully configurable multiple-choice actions based on reviewer's decision
- ◆ Definable multi-level approvals: move reviews on to the next level of reviewers based on decisions
- ◆ Design your own workflows to decide where assets go next: publish to social media, archive, etc.
- ◆ Analytics to identify and remove bottlenecks
- ◆ Active Directory integration
- ◆ User interface available in multiple languages

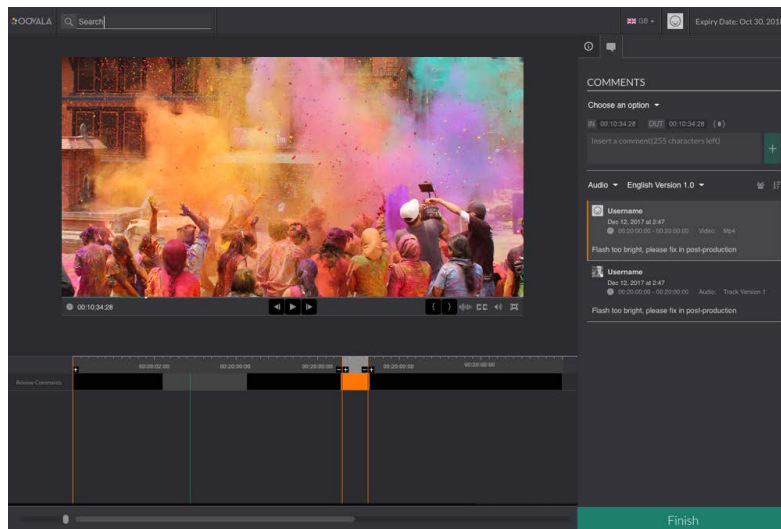
SECURE REVIEWS

- ◆ Fine-grained access control to assets and asset fields
- ◆ Individual track reviews, so reviewers work only on the tracks they need to
- ◆ Permission-based reviews: access control gives access only to specific assets and fields
- ◆ Reviewer control: specify reviewers to download assets for review, with watermark as required
- ◆ Access control and audit trail of all actions for full security

FEATURES

COLLABORATIVE WORKFLOWS

- ◆ HTML5 browser-based user experience for both video and image reviews
- ◆ Task-driven review and approval process from manual or automated workflows
- ◆ Specified due-by dates
- ◆ Time-coded comments can be submitted on the video timeline
- ◆ Searchable user comments
- ◆ Image reviews by specific sections
- ◆ Reviews filtered by priority and status
- ◆ Per-essence reviews so specific groups review only assigned language audio tracks or subtitles
- ◆ Support for web preview of AAC 5.1 and Dolby Digital 5.1 (EC-3/AC-3) tracks on compatible browsers and operating systems
- ◆ Trackable “in-progress” and “completed” reviews



OoyalaREVIEW is the clear and easy way to manage review and approvals securely, any time and anywhere, with configurable workflows to meet your needs.

Ready to power your media factory with **OoyalaMAM** and **OoyalaREVIEW**? Contact sales@ooyala.com.



www.ooyala.com sales@ooyala.com

Ooyala's flexible and configurable content supply chain platform resolves the multi platform delivery needs of today's content creators and distributors. The Ooyala Flex Media Platform has become the media factory of choice for innovative content owners worldwide. It orchestrates thousands of video workflows, manages assets and metadata across multiple systems, and analyzes bottlenecks within the entire content supply chain. The Platform utilizes open APIs to integrate with existing systems to provide a single source of truth for media, entertainment and sports companies. For more information, visit www.ooyala.com. For inquiries, contact us or email sales@ooyala.com.