



# Media Content Solutions

## Telstra Broadcast Services

Digitally transform your media and broadcast operation with leading-edge technology solutions

From API Systems Integration to Remote Operations, our team of media and broadcast technology experts can create a solution to support your media workflow.

As the chosen partner of the world's leading media and broadcast companies, we combine traditional media technology with the latest in IP systems. Whether as-a-service or fully managed, we can manage and deliver your content seamlessly to keep everything on track. With 24/7 monitoring and management in global Master Control Rooms our specialists can provide the best services possible.

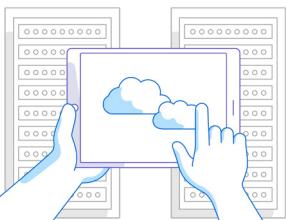
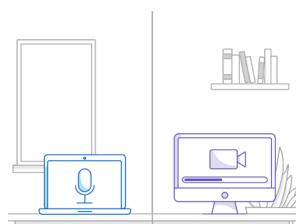
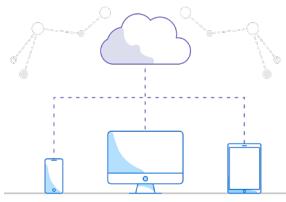
## Media Content Solutions Process



### Why Telstra

Telstra is a leading technology company offering a wide range of services globally. We bring innovative technology, capability and talent from across the globe to enable our customers to thrive in a connected world. Telstra's heritage is proudly Australian, and we have a longstanding international business with specific expertise in the AsiaPacific region. Telstra Broadcast Services brings to our customers a dedicated team of media industry professionals, high performance media networks, online video and cloud platforms, world class satellite services, and 24/7 bookings, operations and engineering support to help securely take your live sports content from stadiums to screens.

## Key Features

<b>Content Receipt</b>  <p>Move media fast and securely over the internet or using our Media optimised networks. Digitise your tape based content and store it in the cloud.</p>	<b>Quality Control</b>  <p>Evaluation to detect any video or audio anomalies, broadcast legality violations, and any other specific items requiring monitoring</p>	<b>Metadata Enhancement</b>  <p>Good metadata is the foundation for efficient media workflows and end customer satisfaction. Enrich your media assets with our metadata solutions</p>	<b>Remote Working</b>  <p>We enable digital media companies to move to hybrid or 100% virtualised working, so creative teams can work from anywhere with an Internet connection, at anytime.</p>
<b>Transcode</b>  <p>Cloud transcoding solutions enable you to benefit from the scalable processing power of the cloud, accessing massive computing power whenever you need it most. All our services are fully managed and require zero technical knowledge from the user.</p>	<b>Media Asset Management</b>  <p>Cloud-hosted media asset management (MAM) solutions for storing, managing, searching and sharing digital media. Our tailored, cloud-native Media Libraries can be tailored for all aspects of digital media production, post-production, content distribution and archiving.</p>		
<b>Content Localisation</b>  <p>Give your content complete understanding for all with closed captions. The art of adding text to audio-visual media that makes sense and expresses the sensitivity of the visual content. A picture paints a thousand words, but having words explains the emotion. Utilising professional talent and directors our Dubbing capability encompasses multiple languages and dialects bringing your content into an expected reality of voice and audio</p>	<b>Storage &amp; Archive</b>  <p>Our cloud storage services include FREE egress and FREE API calls with all subscriptions. Our platform enables you to securely store your files in one secure hub and connect seamlessly to a choice of Software-as-a-Service tools in the cloud. Everything we do includes premium support, maintenance, training and account management from our team of cloud experts.</p>		



The Telstra Broadcast Services Team  
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