

Streaming FOR Post

Is it a reality?

By Christine Bunish

Not that long ago, streaming media was the buzz, with many post houses exploring streaming services as a potential new revenue source. While some facilities have added Webcasts and repurposing content for the Web to their offerings, many more are using streaming — or variations of the technology — to speed and enhance the client review-and-approval process. In one form or another, streaming is definitely on the minds of post production executives.

SERVICE PROVIDER

Headquartered in New York City, Globix Corporation (www.globix.com) offers complete end-to-end streaming media solutions which combine the speed of a high-capacity backbone and network, world-class Internet data center facilities and experience handling on-site production, Webcasting, encoding, hosting and diverse on-demand services.

Customers include post houses needing bulk encoding; program producers with finished content to encode such as Bravo Interactive, which required MPEG-2 encoding of feature films for the network's VOD platform; and corporate and enterprise clients posting training, marketing and product pieces to Web sites for media-on-demand distribution. Companies sometimes ask Globix to pull in content from a VNR or off fiber or satellite, record it and encode it for a simulated live event.

According to director of media services Ed Warner, the Globix encoding studio in New York encodes tape- or disc-based static content



Globix encodes tape- or disc-based static content to Windows Media, Real Networks, Apple QuickTime and MPEG-2.

in Windows Media, Real Networks, Apple QuickTime and MPEG-2, as well as content pulled from Vyvx, major teleports in the tri-state area and TVI fiber links at Waterfront Communications and The Switch. "We can do simultaneous live encoding and capture, and can archive to a tape format of the customer's choice," Warner explains.

Post houses and content providers with long files or lots of audio and video content in a lightly-compressed form like AVI, QuickTime Movie, WAV or AIFF files may decide to take advantage of Globix Auto Encoding. "They can FTP to our drop box from a nonlinear editing system and our auto encode system will capture and automatically start the process of encoding to the required Windows, Real or QuickTime file," says Warner.

Globix actively partners with production houses that have some in-house encoding capabilities so that they can have access to Globix's world-class storage and distribution infrastructure.

In fact, Globix's client base is growing as more and different types of customers recognize the value of the technology. "The corporate and enterprise space is using it as a true tool to save on travel and reach a greater audience; it's no longer just a novelty," Warner points out. "For an entertainment company, streaming can be an extension of any marketing effort. Movie studios, for example, can reach a highly-targeted audience for a motion picture release."



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