

_DISCOVERY REPLY FOR BROADCASTERS

MEDIA ASSET MANAGEMENT SOLUTIONS FOR BROADCAST MARKET ARE RAPIDLY EVOLVING IN THREE MAIN DIRECTIONS:

- Extended integration with the company production facilities (newsroom, production, postproduction, playout, etc.);
- Wider integration with the company administration tools (scheduling, planning, CRM, business intelligence, etc.);
- Adaptation to the multichannel delivery: the production facilities must be able to deliver multiplatform content.

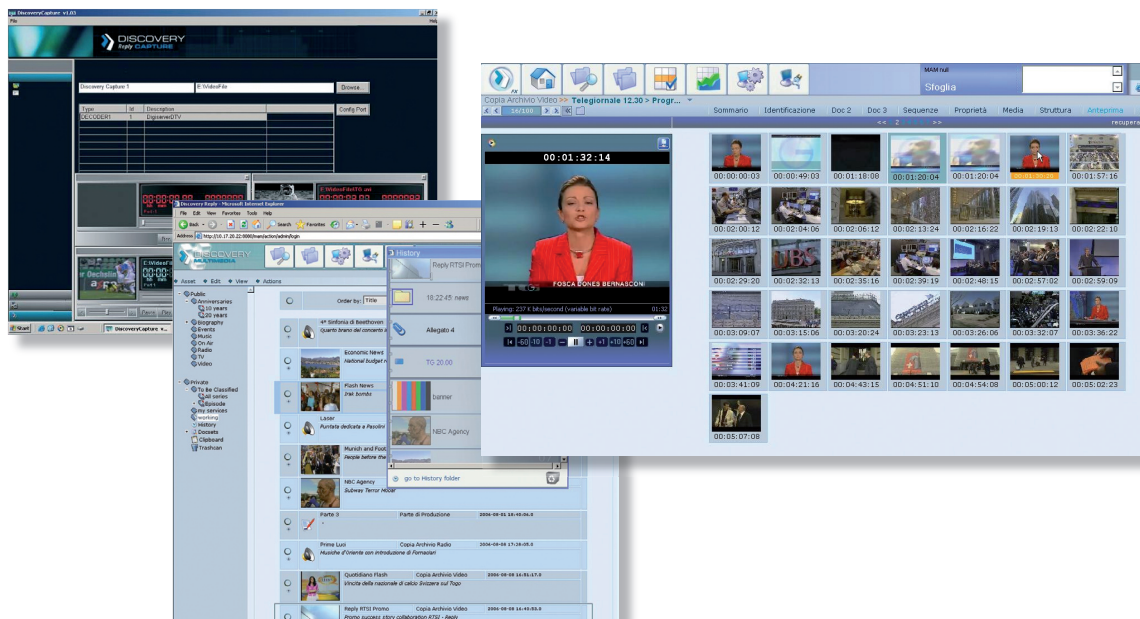
The original need to preserve the audiovisual archives and to evolve the production chain to the tapeless domain is still a driver, especially for those Broadcasters who delayed this transition, but needs are becoming larger.

Due to the large number of disciplines involved in such wide solutions, the Broadcasters have to face many suppliers, each specialized on a specific topic.

Some Broadcasters try to engage consulting companies in order to achieve a high level design of the architecture to implement and the specs to use in the tender phases, but frequently these kinds of companies do not possess the right knowledge to provide an exhaustive answer.

The ideal supplier should have competence in the following areas:

- **Broadcast**, obviously, both in terms of technologies and processes;
- **Telecommunication**, in order to help the Broadcaster in the implementation of these kind of services that are already present in markets such as CRM, Billing, etc..



DISTINCTIVENESS

Discovery Reply can leverage on more than 10 years background experience in the media markets in order to provide professional, cost/effective and reliable solutions to our customers. This experience is enriched by Reply's in-depth knowledge of the Telecommunication market and of all the "best of breed" IT technologies. Discovery Reply's offering is based on our Media Asset Management Suite, on qualified third party products and on professional services for system integration.

BROADCAST CASE HISTORY

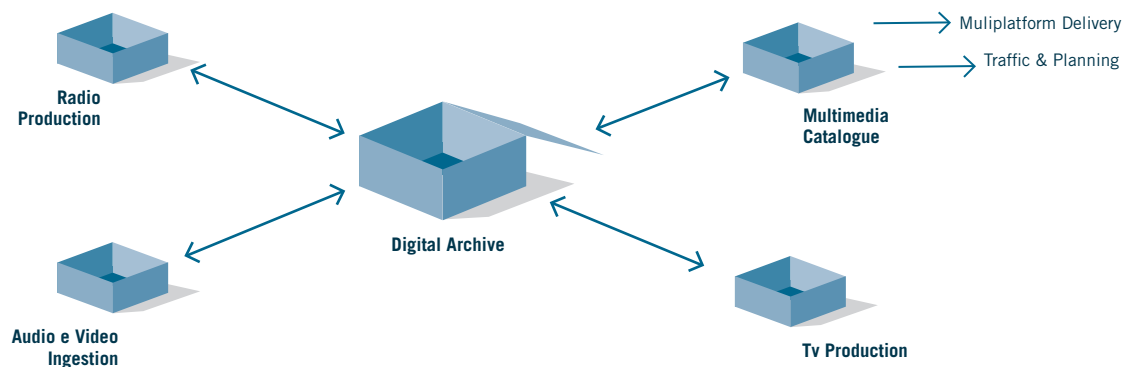
RTSI (Radiotelevisione Svizzera di Lingua Italiana) appointed Discovery Reply since 2003 as supplier for most of the projects in the Media Asset Management domain. Progressively Discovery Reply has designed,

implemented and put in place the system designed below.

Discovery Reply proved to be not only the technological supplier, but also the partner able to support RTSI in extending and integrating the initial core based on the digital archive.

BROADCAST OFFERING

- The technological platform is based on Discovery Reply™, Reply's product suite for Media Asset Management;
- Discovery Reply provides all services related to project implementation such as localization, integration, training, etc.;
- Discovery Reply can leverage on a network of partners to provide the archives digitization services.



Discovery Reply, part of Reply, is focused on Multimedia Asset Management solutions and is specializing in large digital media digitization, archiving, cataloguing and distribution projects. Discovery Reply offer is threefold: Solutions based on Discovery Reply™; System Integration on Discovery Reply™ or 3rd parties solutions; Advisory on Digital Media Projects.

To know more, please visit: www.discoveryreply.eu or contact: discovery@reply.eu

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discovery sysko supports media convergence processes, merging TV, radio, internet, print and telecommunication with a distinctive focus in consulting services and products for managing digital media. discovery sysko bases its Multimedia Asset Management and Archiving solutions on Discovery Reply™, Reply's proprietary platform for Digital Asset Management.

To know more, please visit www.discovery.sysko.de or contact info@discovery.sysko.de

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