



UFA

UFA is one of Germany's oldest and most distinguished entertainment brands. UFA is a highly efficient creator of entertainment content, and has continuously extended its market leadership as a film and television producer in Germany over the past few years. They have evolved from a TV producer and creator of programs into a content specialist, offering a range of solutions for multimedia technologies.

Starting point:

- UFA has an extensive content archive after its 100 year company history.
- UFA used on-premise archive
- No options to monetize their existing content in foreign countries, based on own operated platforms.
- UFA likes to reduce ongoing costs!
- Need to become leader for cloud-based metadata distribution process.

Challenge:

- Own operated platform as SaaS
- Flexible transparent costs
- Seamless archive distribution process
- Content factors such as metadata, languages, and other information are important.
- The challenge is to use the content of the UFA archive and build up a VoD service.

Solution:

- Development of an own operated VoD platform and thus also an elementary building block for market exploitation of the UFA archive.
- This consists of the nexx.tv solutions nexxOMNIA as a video CMS, the video player nexxPLAY and nexxCANVAS as a frontend for all devices (web, mobile, Smart TV).
- In addition, the platform also integrates innovative Microsoft Cloud services like Azure Media Services and Cognitive Services.

Quote:



Ernst Feiler: Director Technology (UFA GmbH) -
“Our approach is unique within the industry – from the archive and video on demand, we have created archive on demand. With Azure, Interlake, and nexx.tv, we can bring 100 years of UFA to the audience, in a way which is modern and economically viable.”

Results:

- Unique case within the industry – from the archive to video on demand!
- The cloud brings future benefits in the value chain, especially in deployment costs.
- Use of cognitive services creates metadata for better search performance
- Celebration of the 100 year anniversary of UFA with a special interest portal on multiscreen technology.
- Successful partner case “archive on demand” of Microsoft, Interlake and nexx.tv
- More information: <http://bit.ly/2slgV28>