

## INCITED MEDIA DELIVERS VIDEO ON DEMAND OF MTV'S VIDEO MUSIC AWARDS WITHIN MINUTES OF LIVE BROADCAST

### Challenges

- Produce high-quality VOD version of the MTV Video Music Awards for web broadcast within 30 minutes of the live event

### Solution

- A farm of Carbon Coder transcoding nodes controlled by Carbon Server allowed the creation of multiple VOD files at lightning speeds

### Benefits

- Easy integration into existing system
- Transcoding rates of 4x faster than real time

### OVERVIEW

Incited Media (now part of AEG Digital Media) is a Los Angeles-based production company that provides a full range of media production services to assist clients in communicating via digital media in a cost-effective manner. One of their specialties is the production of Web content for live events. They have provided services for such high profile events as the Grammys and the MTV Video Music Awards. With an extensive background in computer networking, video engineering and television production, Incited Media possesses the skills needed to achieve a high quality, problem-free event for less expense.

### THE CHALLENGE: EDIT, TRANSCODE AND UPLOAD – FAST!

Incited Media was tasked to provide video on demand (VOD) of MTV's Video Music Awards broadcast and the new VMA Live: Backstage Uncensored (an unprecedented view of the behind-the-scenes action created for Web broadcast). The real challenge was that this video needed to be up on MTV's Overdrive broadband network in its completed, edited format within 30 minutes of the live event. Incited Media needed to edit the segments to produce on-demand, moment-by-moment segments that highlighted individual performances, then transcode these segments into multiple formats for VOD delivery.

### THE SOLUTION: OVER 4X FASTER THAN REAL TIME TRANSCODING

The Incited Media production staff was able to accomplish this enormous transcoding task using Rhozet™ Carbon Server™ to control a network of Carbon Coder™ transcoding nodes that were placed onsite at the event with their video editors. They configured a 12-node transcoding "farm," which allowed Incited Media to create multiple VOD files at the fastest possible speed. Incited Media was able to edit and rapidly encode the live broadcast into high-quality Flash and Windows Media streams at a variety of data rates at over four times faster than real-time.



The Carbon Coder transcoding farm fit easily into Incited Media's onsite broadcast and editing workflow. The production staff captured the incoming feeds using an EVS system. Segments were then taken directly from the EVS system as files and transcoded using the Carbon Coder farm. Other segments were brought into a nonlinear editing system where packages were cut and then exported directly to the Carbon Coder farm. As soon as the content was transcoded to Flash, Windows Media and archival formats, the videos were uploaded to the Akamai content distribution network for public use.

## THE RESULTS

The MTV show was a great success for both MTV and Incited Media. Fans were able to watch VOD segments of the star-studded 2006 VMAs and VMA Live: Backstage Uncensored on MTV's Web site as it was being broadcast, with all content available within 30 minutes of the live broadcast. As a sign of the growing acceptance of this type of delivery, the number of people turning to MTV's Web site during the broadcast doubled this year over last.

*“VOD production that used to take a few days is now accomplished in a few hours with Rhozet's Carbon Coder technology.”*

**—Ben Rolling, Co-founder  
Incited Media**

*“Rhozet makes it possible for us to deliver the multiple format support and fast turn-around for on-demand viewing from live events that our clients require.”*

**—Ben Rolling, Co-founder  
Incited Media**

## ABOUT HARMONIC

Harmonic Inc. is redefining video delivery with the industry's most powerful solutions for delivering live and on-demand video to TVs, PCs and mobile devices. Harmonic's technical innovation and market leadership enable the company to offer a unique and comprehensive solution portfolio—including encoding, transcoding, content preparation, stream processing, asset management, edge processing, and delivery. Broadcast, cable, Internet, mobile, satellite and telecom service providers around the world choose Harmonic's IP-based digital video, software, and broadband edge and access solutions. Using these award-winning and industry-leading solutions, operators can reduce costs and differentiate their services by offering consumers a higher quality, personalized multi-screen experience.

Harmonic (NASDAQ: HLIT) is headquartered in San Jose, California with R&D, sales and system integration centers worldwide. The company's customers, including many of the world's largest communications providers, deliver services in virtually every country. Visit [www.harmonicinc.com](http://www.harmonicinc.com) for more information.