

Media Hive



Deliver Compelling Stories

Integration for Professionals

AI-Powered for Efficiency

Built for Enterprise-Grade Scalability

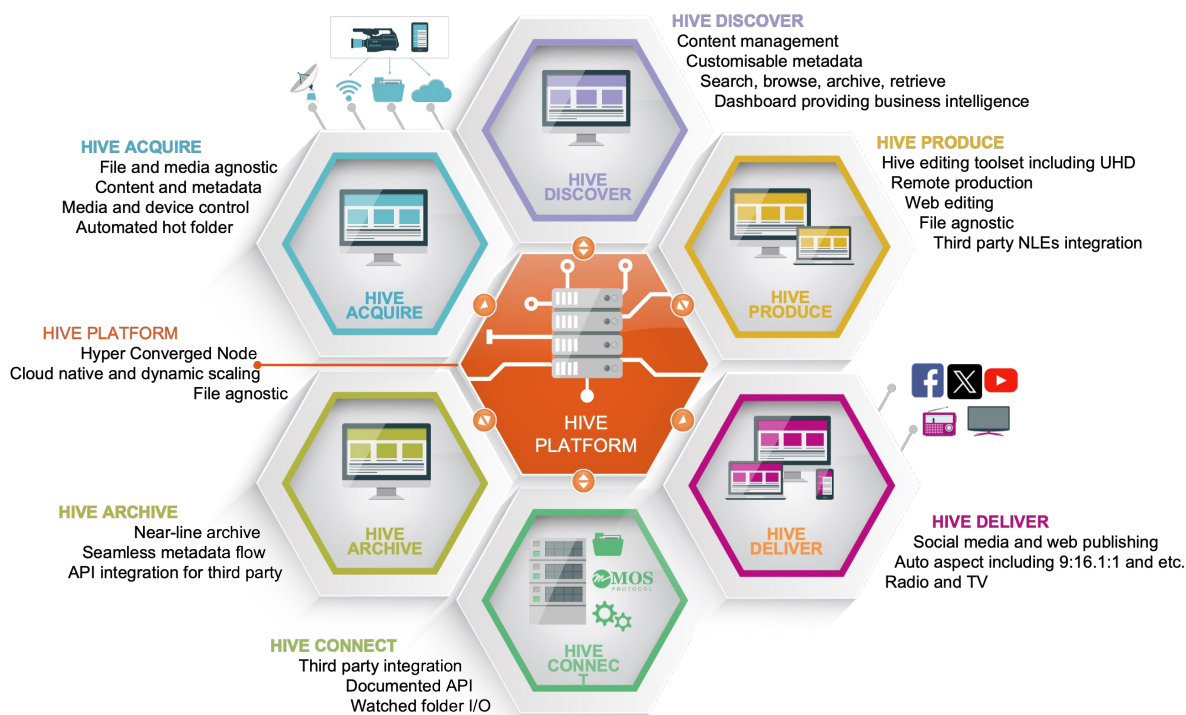
Media Hive

☆ Product Overview

Sobey Media Hive is the latest Omni-Media Platform, a cost-effective and highly scalable Unified Media Content production and management Platform for end-to-end and collaborative workflows.

Media Hive can streamline every media organization's workflow – boosting efficiency and driving down operational costs, with the flexibility to respond profitably to fresh opportunities.

Supporting all phases of your familiar media workflows – from acquisition and production through to delivery and archive. Integrating with your current systems and processes, it's readily scalable to support the most ambitious vision for tomorrow's media platform.

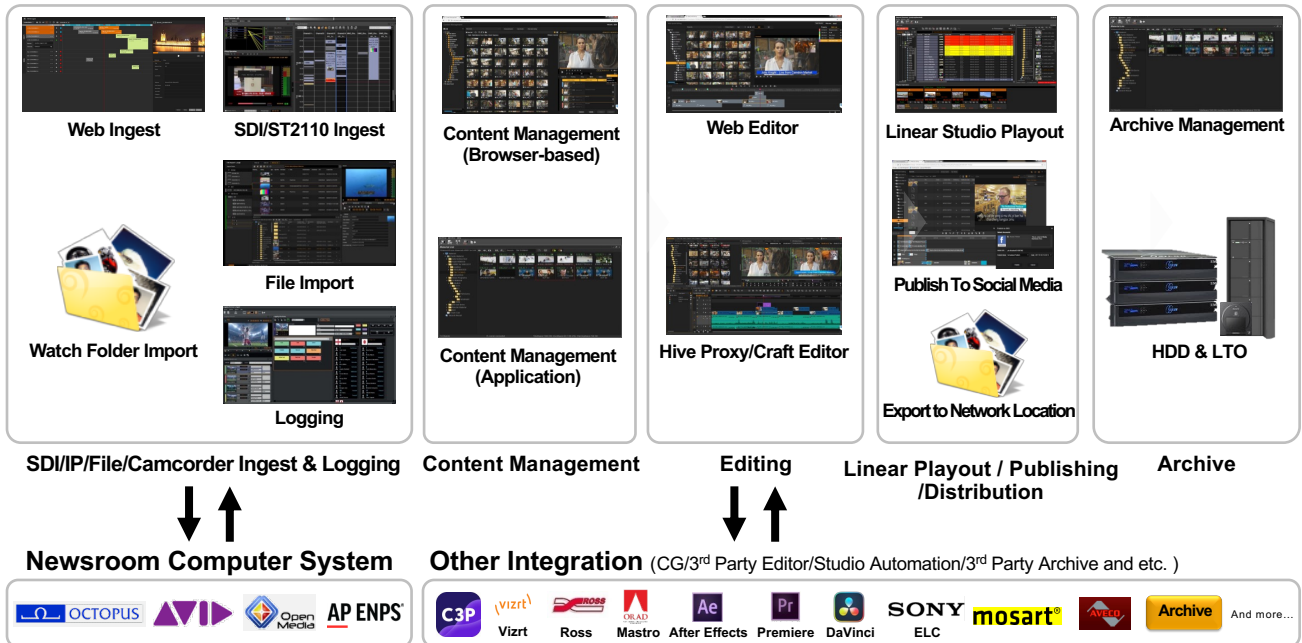


REUTERS®



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Workflows and Toolsets

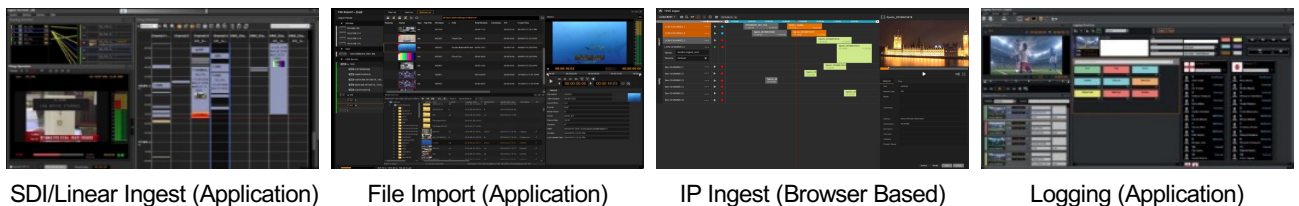


Acquire

- Hive can ingest content from a variety of sources, including:
 - Live video feeds (SDI, RTMP, and ST2110)
 - Removable media (SxS, XDCAM, and P2)
 - Generic files with sidecar XML (e.g., from news agencies)

Hive also offers the Common Gateway, an automated multi-format file import facility.

Additionally, it is closely integrated with camera-to-cloud platform, such as C3 Portal. Camera proxy content can be accessed immediately via cameras in the field, while high-resolution files can be pulled on demand through network or card return to the base.

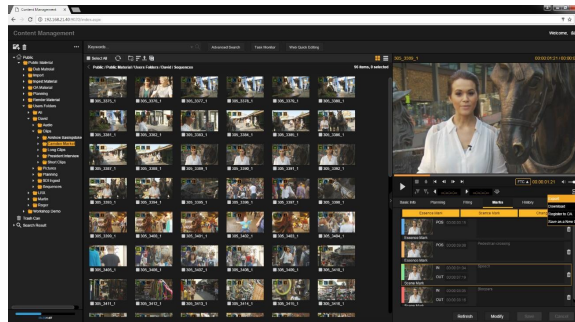


Discover

- Hive provides modern content management toolsets both as application based (thick client) and browser based for remote collaboration. Key features include comprehensive media asset management functionalities, such as role/user group-based metadata scheme configuration and display, options for hard copy or soft-link media assets, robust search capabilities, and genealogy.

With powerful AI integration for metadata enrichment with comprehensive and intelligent workflows

Speech to text / Face recognitions / Shots detections / Label detections / And more..



Produce

- Hive offers a range of native editing tools, including the lightweight yet very powerful Web Editor with MOGRT integration, and the Craft/Proxy Editor for high-resolution and proxy-based workflows, and the Field Editor for on-location editing.

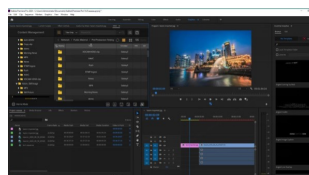
Additionally, Hive provides seamless integration with Adobe Premiere and Davinci Resolve through an HTML-5 plugin for content access, EDL exchange, and project management.



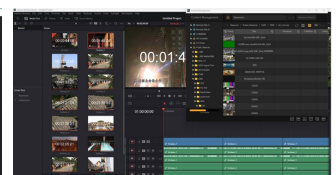
Web Editor



Craft Editor / Proxy Editor



Adobe Premiere Integration



DaVinci Resolve Integration

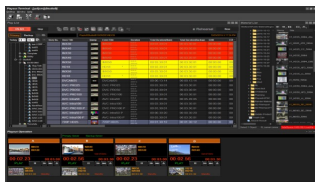
Deliver

- Hive has long been a trusted solution for traditional broadcasters, providing robust linear studio playout capabilities.

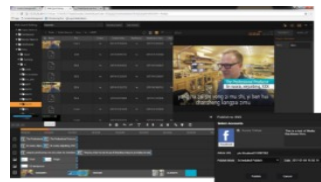
Beyond linear playout, Hive offers simple and efficient publishing to mainstream social platforms like Facebook, X, YouTube, and Instagram.

For third-party file exchange platforms (such as web and OTT), Hive provides flexible profile-based configuration for file export, including metadata.

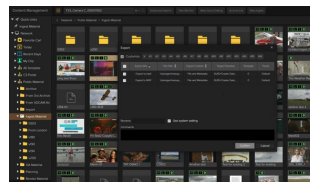
Additionally, Hive enables the compilation of media assets to professional disc and card formats.



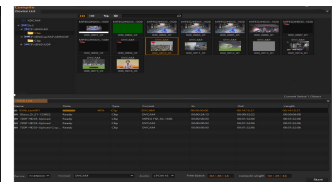
Linear Playout Playlist
(Application)



Quick Social Media Publish
(Browser Based)



Profile Based File Export
(Application)

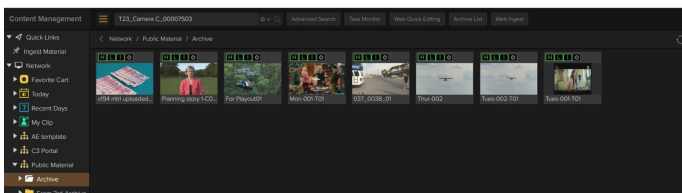


Compile to Disc/Card
(Application)

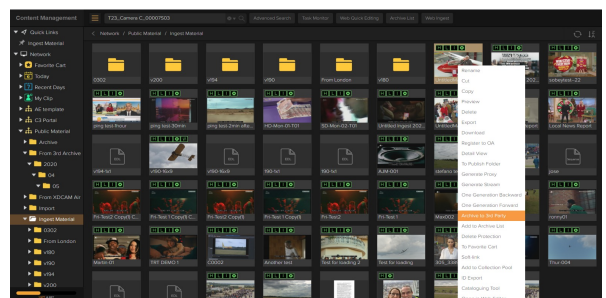
Archive

- Hive is equipped with near-line archive workflows where customers can configure a variety of archive rules. Based on the rules, hi-res files will be moved to the NAS storage LTO Library and the metadata and proxy files remain online, searchable and usable by users. Users can also trigger retrieve workflows.

Using the Common Gateway, media can be exported from Hive to a third-party archive application, and then re-imported back with all the metadata intact.



Near-line Archive Management (Browser Based)



3rd Party Archive Management (Browser Based)

Connect

- Newsroom computer systems (NRCS): Octopus, Open Media, ENPS, and iNews
- Graphics systems: Avid Maestro, Ross Xpression, and Vizrt Pilot
- Motion graphics: Adobe After Effects
- Media encoding: Adobe Media Encoder

For media exchange, Hive's Common Gateway file I/O interface facilitates seamless integration for both file import and export.

Hive also offers a comprehensive API, enabling third-party applications and systems to develop and automate functionalities.

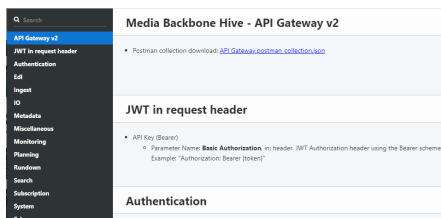
MOS



Graphics



API





System highlights

Deliver Compelling Stories

Media Hive's comprehensive suite of tools empowers teams to access and collaborate on media assets from anywhere.

From phone footage to professional feeds, our ingest, playout, editing, and social delivery capabilities help you create tailored multi-platform stories that engage your audience.

AI-Powered for Efficiency

Let AI streamline your workflow so you can focus on what truly matters – crafting compelling stories. We offer seamless integration with leading AI engine partners, providing advanced features.

And the best part? You're not limited to our partners. We understand that you may have a preferred AI engine, which is why we offer flexible "Bring Your Own AI" solutions. Contact us today to discuss how Hive can empower your team with the power of AI.

Powerful Web Tools

Hive's web tools provide the flexibility and features your team needs to excel in today's remote-first world

- Streamlined Editing – Quickly craft and publish compelling stories using versatile templates, complete with subtitles, music integration, and more.
- Advanced Audio Capabilities – Effortlessly manage projects with up to 16 channels of audio.
- Multi-Aspect Ratio Support – Create content optimized for any platform or screen size.

Integration for Professionals

We understand that professionals rely on familiar tools to get the job done. That's why Hive embraces a best-of-breed approach, empowering you to integrate seamlessly with the applications you depend on.

- NRCS Integrations – Octopus, Open Media, iNews and ENPS
- 3rd Party Editing Options – Enhance your workflow with your choice of two leading nearline editors, complementing Hive's own robust editing suite.
- Streamlined Graphics and More..