



the **greatest** performing arts online

Classical TV was conceived to offer a wide range of the best classical music and classical music concert videos to online viewers.

Starfish Technologies were contracted to build a technical infrastructure that enables Classical TV staff to transcode the original broadcast quality source media into a range of formats required by their chosen delivery platforms, prepare promo's and trailer's for their web site and where required, add subtitles.

The attached workflow schematic shows how Starfish software interprets the edit decisions made by Classical TV staff in the USA and apply this to the encoded media stored in the UK. Starfish software is used to perform all the media encoding and then edit the media (with the desired branding and 'top and tails') add subtitles where requested and then deliver the finished media files to the hosting platforms. Classical TV manages and controls the complete system via a simple web based control system.

The infrastructure Starfish has designed allows further delivery platforms to be supported without affecting the working system, and material to be continually re-purposed and re-edited as required.

To review the service and media offered by Classical TV visit www.classicaltv.com

Classical TV Technical Workflow

