

Supply Chain

Step	High-Level Activity	Product Category	Product Detail
Create	Acquisition	Cameras	Digital cinema cameras
Create	Acquisition	Cameras	Film cameras
Create	Acquisition	Cameras	Broadcast system cameras
Create	Acquisition	Cameras	Super slow-motion system cameras
Create	Acquisition	Cameras	Shoulder ENG/EFP cameras
Create	Acquisition	Cameras	SLR video cameras
Create	Acquisition	Cameras	Professional camcorders
Create	Acquisition	Cameras	PTZ cameras
Create	Acquisition	Cameras	Specialist, POV, action cameras
Create	Acquisition	Cameras	VR and 180/360 cameras
Create	Acquisition	Camera Accessories	Camera lenses
Create	Acquisition	Camera Accessories	Camera lens accessories
Create	Acquisition	Camera Accessories	Camera support and grip
Create	Acquisition	Camera Accessories	Camera pedestals
Create	Acquisition	Camera Accessories	Camera power and batteries
Create	Acquisition	Camera Accessories	Bags, cases, protection
Create	Acquisition	Camera Accessories	Wireless camera systems
Create	Acquisition	Camera Accessories	Prompters
Create	Acquisition	Camera Accessories	Camera drones
Create	Acquisition	Audio Acquisition	Microphones and microphone systems
Create	Acquisition	Audio Acquisition	Wireless radio microphone systems
Create	Acquisition	Audio Acquisition	Portable recorders and location mixers
Create	Acquisition	Audio Acquisition	Audio acquisition accessories
Create	Acquisition	Lighting	On-camera lighting
Create	Acquisition	Lighting	Lighting systems
Create	Acquisition	Social/UGC	Content/data acquisition from public sources
Produce	Real-Time Production	Real-Time Production Graphics	Production graphics and CG
Produce	Real-Time Production	Real-Time Production Graphics	Virtual sets and chromakey
Produce	Real-Time Production	Real-Time Production Graphics	Telestration graphics
Produce	Real-Time Production	Video Production	Production switchers
Produce	Real-Time Production	Video Production	Real-time production video servers
Produce	Real-Time Production	Video Production	Real-time production replay and slow-motion servers
Produce	Real-Time Production	Video Production	Production automation systems
Produce	Real-Time Production	Video Production	Newsroom production management and automation systems
Produce	Real-Time Production	Audio Automation	Audio automation
Produce	Real-Time Production	Audio Production	Audio mixers and consoles - radio
Produce	Real-Time Production	Audio Production	Audio mixers and consoles - music
Produce	Real-Time Production	Audio Production	Audio mixers and consoles - television production
Produce	Real-Time Production	Production Services	Studio and stage facilities
Produce	Real-Time Production	Production Services	Outside broadcast and mobile facilities
Produce	Manage Production	Production Software	Project, resource and facilities management software
Produce	Manage Production	Production Software	Pre-Production development, scripting and screenwriting software
Produce	Manage Production	Production Software	Timecode, shot-logging, metadata capture, transcription and dailies software
Produce	Manage Production	Production Software	Newsroom computer systems (NRCS)
Produce	Manage Production	Post-Production Software	Production asset management (PAM)
Produce	Manage Production	Post-Production Software	Collaboration, review and approval
Produce	Manage Production	Post-Production Software	Playlist/package mastering software
Produce	Post-Production	Film Transfer	Telecine and film scanners
Produce	Post-Production	Ingest	Post-production ingest
Produce	Post-Production	Editing and Finishing	Non-linear editing
Produce	Post-Production	Editing and Finishing	Color correction and grading
Produce	Post-Production	Editing and Finishing	Video enhancement and restoration tools
Produce	Post-Production	Editing and Finishing	Processing incl. hardware acceleration and I/O cards
Produce	Post-Production	VFX & Graphics	Compositing, graphics/CGI and animation tools
Produce	Post-Production	VFX & Graphics	Special Effects and VFX plug-ins
Produce	Post-Production	VFX & Graphics	Facial animation tools
Produce	Post-Production	Audio Post-Production	Audio mixers and consoles - post production
Produce	Post-Production	Audio Post-Production	Digital audio workstations, editing, effects and processing
Produce	Post-Production	Post-Production Services	Post-production services
Produce	Post-Production	Post-Production Services	Creative services

Manage	Manage & Orchestrate	Content & Workflow Management	Media asset management (MAM)
Manage	Manage & Orchestrate	Content & Workflow Management	Supply chain management and orchestration
Manage	Manage & Orchestrate	Content & Workflow Management	Content data analysis
Manage	Manage & Orchestrate	Content & Workflow Management	Operational data analysis
Manage	Manage & Orchestrate	Content & Workflow Management	Archive and preservation management
Manage	Manage & Orchestrate	Content & Workflow Management	Storage management
Manage	Manage & Orchestrate	Content & Workflow Management	End-to-end supply chain solutions
Manage	Manage & Orchestrate	Data & Metadata Management	(Meta)data aggregation and management
Manage	Manage & Orchestrate	Data & Metadata Management	Consumer-facing data management
Manage	Prepare	Content Preparation	File-based technical QC
Manage	Prepare	Content Preparation	Compliance control
Manage	Prepare	Content Preparation	Automated metadata extraction
Manage	Prepare	Content Preparation	Transcode and normalization
Manage	Prepare	Content Preparation	Content and metadata packaging
Manage	Prepare	Content Preparation	Access services and localization tools
Manage	Prepare	Content Services	Content management and preparation services
Manage	Prepare	Content Services	Access services and localization service providers
Publish	Linear Payout	Linear Payout Systems	Payout automation
Publish	Linear Payout	Linear Payout Systems	Integrated payout (channel-in-a-box)
Publish	Linear Payout	Linear Payout Systems	Channel branding graphics and promotion systems
Publish	Linear Payout	Linear Payout Systems	Master control switchers
Publish	Linear Payout	Linear Payout Systems	Subtitling/closed captioning insertion
Publish	Linear Payout	Linear Payout Systems	Compliance recording
Publish	Linear Payout	Linear Payout Systems	Edge payout/insertion devices
Publish	Linear Payout	Linear Payout Services	Managed payout services
Publish	Non-Linear Publishing	Non-Linear Publishing Systems	Cable/IPTV VOD servers and systems
Publish	Non-Linear Publishing	Non-Linear Publishing Systems	Internet/OTT servers and systems
Publish	Non-Linear Publishing	Non-Linear Publishing Services	OTT/OVP managed service platforms
Publish	Content Protection	Content Protection & Encryption	Watermarking and fingerprinting systems
Publish	Content Protection	Content Protection & Encryption	CAS, encryption, DRM
Publish	Venue Exhibition	Real-Time Playback Servers	Digital cinema replay servers
Publish	Venue Exhibition	Projectors	DCI compliant projectors
Publish	Venue Exhibition	Projectors	Professional video projectors
Publish	Venue Exhibition	Large LED Screens	Professional screens/signage
Publish	Linear Signal Distribution	Distribution & Re-distribution	Encoding and multiplexing for distribution and re-distribution
Publish	Linear Signal Distribution	Distribution & Re-distribution	Professional IRDs
Publish	Linear Signal Distribution	Distribution & Re-distribution	Edge devices
Publish	Linear Signal	Cable Distribution	Cable set-top boxes
Publish	Linear Signal	Cable Distribution	Cable middleware
Publish	Linear Signal	IPTV Distribution	IPTV set-top boxes
Publish	Linear Signal	IPTV Distribution	IPTV middleware
Publish	Linear Signal	Satellite Distribution	Satellite set-top boxes
Publish	Linear Signal	Satellite Distribution	Satellite middleware
Publish	Linear Signal Distribution	Terrestrial Distribution Equipment	Analog TV transmitters
Publish	Linear Signal Distribution	Terrestrial Distribution Equipment	Digital TV transmitters
Publish	Linear Signal Distribution	Terrestrial Distribution Equipment	Analog radio transmitters
Publish	Linear Signal Distribution	Terrestrial Distribution Equipment	Digital radio transmitters

Publish	Linear Signal Distribution	Terrestrial Distribution Equipment	Aerials, towers, RF accessories
Publish	Linear Signal Distribution	Terrestrial Distribution Services	Terrestrial transmission services
Publish	Internet Distribution	Internet Distribution	Content delivery networks (CDNs)
Publish	Internet Distribution	Internet Distribution	Internet distribution platforms (incl. social media)
Monetize	Acquire Content	Rights Management	Content rights management systems
Monetize	Acquire Content	Rights Management	Royalties and participations management
Monetize	Schedule Content	Broadcast Management Systems	Linear and non-linear scheduling
Monetize	Schedule Content	Broadcast Management Systems	Traffic
Monetize	Sell Content &	Advertising Systems	Advertising sales systems
Monetize	Sell Content &	Advertising Systems	Standalone advertising analytics
Monetize	Sell Content &	Advertising Systems	Programmatic and addressable advertising platforms
Monetize	Sell Content & Advertising	Subscription & CRM Systems	Subscriber CRM, billing, subscriptions and ecommerce
Monetize	Analyze Data	Content Planning	Content-needs planning
Monetize	Analyze Data	Data Analytics	Consumer data analysis
Consume	User Experience	Identity Management	Consumer identity management
Consume	User Experience	UI & UX	Consumer UI and UX design
Consume	User Experience	Apps & Platforms	Consumer apps and platforms
Connect	Provide Connectivity	Connectivity & Bandwidth	Fiber and private IP connectivity
Connect	Provide Connectivity	Connectivity & Bandwidth	Internet direct connect
Connect	Provide Connectivity	Connectivity & Bandwidth	Satellite connectivity
Connect	Provide Connectivity	Connectivity & Bandwidth	Mobile/cellular connectivity
Connect	Provide Connectivity	Access Connectivity	Fixed satellite antenna and ground stations
Connect	Provide Connectivity	Access Connectivity	ENG, SNG and flyaways
Connect	Provide Connectivity	Access Connectivity	Bonded cellular devices
Connect	Provide Connectivity	Access Connectivity	Microwave links (fixed, portable)
Connect	Real-Time Signal	Intra-Facility Connectivity	SDI video routers
Connect	Real-Time Signal	Intra-Facility Connectivity	Hybrid SDI-IP video routers
Connect	Real-Time Signal	Intra-Facility Connectivity	Router control
Connect	Real-Time Signal	Intra-Facility Connectivity	Timecode/sync generation and master clock
Connect	Real-Time Signal	Intra-Facility Connectivity	IP networks and switches and SDVN
Connect	Real-Time Signal	Inter-Facility Connectivity	Video-over-internet
Connect	Real-Time Signal	Inter-Facility Connectivity	Remote production tools
Connect	Real-Time Signal	Inter-Facility Connectivity	Contributor feeds (voice and video calls)
Connect	Real-Time Signal	Inter-Facility Connectivity	Live and high-density transcoders
Connect	Real-Time Signal	Inter-Facility Connectivity	Contribution encoders
Connect	Real-Time Signal Transfer	Video Interfacing & Conversion	Modular interfacing and signal processing
Connect	Real-Time Signal Transfer	Video Interfacing & Conversion	Standalone interfacing, signal processing and conversion
Connect	Real-Time Signal Transfer	Video Interfacing & Conversion	Fiber interfaces
Connect	Real-Time Signal Transfer	Audio Interfacing & Conversion	Audio signal processing, routing and infrastructure
Connect	File Transfer	File & Object Delivery	File transfer and delivery.
Store	Real-Time Storage	VTRs & DVRs	VTRs and disk/memory card-based player/recorders
Store	Real-Time Storage	VTRs & DVRs	Digital video recorders
Store	Real-Time Storage	Video Servers	Media servers
Store	File-based & Object	Portable Storage	Camera media
Store	File-based & Object	Portable Storage	Portable RAID hard drives
Store	File-based & Object	On-Premise Storage	High-performance shared storage
Store	File-based & Object	On-Premise Storage	Near-line object storage
Store	File-based & Object	On-Premise Storage	Near-line NAS/SAN storage
Store	File-based & Object	On-Premise Storage	Off-line/archive storage
Store	File-based & Object	On-Premise Storage	Removable storage media
Store	File-based & Object	Cloud Storage	Cloud object storage
Store	File-based & Object	Cloud Storage	Cloud archive storage
Support	Monitoring, Control & Communications	Video Monitoring	Video monitors
Support	Monitoring, Control & Communications	Video Monitoring	Multiviewer display processors
Support	Monitoring, Control & Communications	Video Monitoring	KVM and PCoIP systems

Support	Monitoring, Control & Communications	Audio Monitoring	Loudspeakers
Support	Monitoring, Control & Communications	Audio Monitoring	Headphones
Support	Monitoring, Control & Communications	Audio Monitoring	Audio measurement and loudness control
Support	Monitoring, Control & Communications	System Monitoring & Control	Broadcast system control SW and HW
Support	Monitoring, Control & Communications	System Monitoring & Control	Under-monitor displays, signage and tallies
Support	Monitoring, Control & Communications	System Monitoring & Control	Network management, monitoring and orchestration
Support	Monitoring, Control & Communications	System Monitoring & Control	Resource monitoring systems
Support	Monitoring, Control & Communications	System Monitoring & Control	Data-driven analysis and self-healing
Support	Monitoring, Control & Communications	Test & Measurement	Test and measurement equipment and software
Support	Monitoring, Control & Communications	Communications	Wired, IP and wireless intercoms and talkback
Support	Secure	Access	Single-sign on and authentication
Support	Secure	Protect	Cybersecurity and intrusion detection
Support	Compute	On-Premise Compute	Servers and blades
Support	Compute	On-Premise Compute	Virtualization and private cloud
Support	Compute	Cloud Compute	Cloud compute
Support	Compute	Cloud Compute	Other IaaS or PaaS
Support	Design, Build, Run	Facility Hardware	Structured wiring, cables, connectors
Support	Design, Build, Run	Facility Hardware	Racks and power distribution
Support	Design, Build, Run	Facility Hardware	Network power management/intelligent PDUs
Support	Design, Build, Run	Facility Hardware	Technical furniture
Support	Design, Build, Run	Facility Hardware	OB and SNG vehicle coachbuilding
Support	Design, Build, Run	Implementation Services	Consulting services
Support	Design, Build, Run	Implementation Services	Design and build systems integration services
Support	Design, Build, Run	Implementation Services	Software development and integration services
Support	Design, Build, Run	Rental Services	Dry-hire / rental