

Traco MD Bundle Overview

Each deployment includes full installation and native integration with Avid MediaCentral | Cloud UX, enabling automated media distribution directly inside the newsroom environment, without disrupting existing editorial workflows.



Media Distribution Layer

(Traco MediaDistributor Integration)

Traco MD enables direct distribution of media assets from Avid MediaCentral | Cloud UX to broadcast, digital and social platforms. Distribution jobs are created and managed within the newsroom workflow without the need for manual export or external processing steps.

Operational impact:

- Distribution executed directly from newsroom environment
- No manual export or file handling
- Unified publishing across multiple platforms
- Reduced operational latency in content delivery

Profile-Based Distribution Workflow

Distribution profiles define how media assets are processed, where they are delivered and which metadata is required. Profiles standardize publishing workflows across platforms.

Operational impact:

- Consistent publishing configurations across all destinations
- Reduced manual configuration during publishing
- Faster execution of distribution tasks
- Standardized output across broadcast and digital platforms

Metadata-Driven Publishing

Distribution workflows include structured metadata input, enabling content to be enriched with titles, descriptions and platform-specific parameters before publishing.

Operational impact:

- Metadata aligned with distribution requirements
- Improved content discoverability across platforms
- Integration with external CMS and publishing systems
- Structured sidecar metadata export

Automated Distribution Processing

(Traco MediaRenderer Engine)

Distribution jobs are processed through the Traco MediaRenderer engine, enabling automated transcoding, packaging and delivery to target platforms.

Operational impact:

- Automated processing pipeline for media delivery
- Reduced need for manual intervention
- Reliable and repeatable distribution workflows
- Scalable processing for high-volume environments

Centralized Job Management

(Jobs Review Dashboard)

All distribution jobs are managed within a centralized dashboard, providing visibility into queued, running and completed tasks.

Operational impact:

- Full visibility over distribution workflows
- Monitoring of processing status in real time
- Centralized control of publishing operations
- Reduced operational uncertainty

Multi-Platform Distribution Capability

A single media asset can be distributed to multiple destinations using different profiles, enabling parallel publishing across broadcast, digital and social platforms.

Operational impact:

- Simultaneous delivery to multiple platforms
- Platform-specific configuration per destination
- Faster content reach across audiences
- Reduced duplication of workflows

Newsroom-Native Workflow

(Cloud UX Browser-Based Environment)

Traco MD operates directly within MediaCentral, ensuring that distribution workflows remain embedded in the editorial environment.

Operational impact:

- No system switching between production and publishing
- Native integration into newsroom workflows
- Immediate adoption by editorial teams
- Faster content lifecycle from production to distribution

Platform Components Included

Cloud UX Connector

Native integration with Avid MediaCentral | Cloud UX, exposing distribution workflows directly within the editorial interface.

Infrastructure value:

- No disruption to existing workflows
- Native publishing interface
- Immediate usability for newsroom teams
- Faster content delivery cycles

Installation

Professional deployment including system configuration, MediaCentral integration, distribution pipeline setup and validation.

Infrastructure value:

- Turnkey deployment model
- Reduced integration complexity
- Optimized performance for production environments

1-Year Support

Includes technical support, updates and consultation to ensure stable operation in production environments.

Infrastructure value:

- Operational reliability
- Continuous system optimization
- Direct access to Traco expertise

Use Case Overview

Social Media Publishing

Media content is distributed directly from MediaCentral to platforms such as YouTube or Facebook.

Broadcast Playout Distribution

Finished content is delivered to playout systems using predefined distribution profiles.

Digital News Publishing

Content is published to web platforms and CMS systems directly from newsroom workflows.

Multi-Platform Content Delivery

A single asset is distributed to multiple destinations with different configurations.

Archive and Storage Workflows

Media assets are exported to archive and storage systems for long-term use.