

Screen time

“This approach has reduced
complexity, storage, and risk.”

▶ A customer success story



Unified Streaming

▶ “As they say, Filmbankmedia is film licensing made easy.”

▶ Screening

You want to screen a movie for a group of people, but not in a movie theater. How do you actually go about getting the rights to screen a movie?

You contact Filmbankmedia. As they say, Filmbankmedia is “film licensing made easy.”

But how does Filmbankmedia stream movies?

▶ Backstory

Celebrating their 40th year in business this year, Filmbankmedia specializes in the field of content licensing. The cooperatively owned venture helps organizations and individuals acquire the rights to screen movies and TV shows outside of traditional cinemas and private homes, legally.

With a massive catalogue of over 15,000 films, and thousands of TV titles, Filmbankmedia is the go-to rights licensing house. Over 60 industry sectors such as hotels, airlines, cruise ships, and schools trust Filmbankmedia to deliver. Drive-in movie theaters, too. (Remember them? There’s still some out there.)

As anyone in media delivery will tell you, formats come and go. As technology shifts, so does Filmbankmedia.

▶ Challenge

In 2021, to provide video streaming capabilities, Filmbankmedia launched its Filmbankconnect platform. The more the world streamed content, the more Filmbankmedia offered secure, studio-approved digital streaming solutions for businesses and closed venues.

Due to the diversity of formats that various screening situations and spaces demand, though, feature-film packaging in non-traditional venues can be a tricky business.

Filmbankmedia realized the qualities they needed in a streaming partner: maximum efficiency, versatility, and flexibility in video streaming architecture, as well as global reach. They required a dependable developer in the streaming software industry.

▶ Solution

By glancing at the branding of this case study, you might suppose that Filmbankmedia went straight to Unified Streaming to fill its streaming requirements.

You’d be right.

Since 2012, the Amsterdam-based streaming tech software provider has helped media companies like Filmbankmedia around the world deliver video streams seamlessly and securely. With Unified Streaming’s strong portfolio of products and solutions, Filmbankmedia solved its many challenges with a one-stop shop.

“Unified’s solutions for non-theatrical streaming (geo-fenced, multi-ABR) fit Filmbankmedia’s use cases perfectly.”

► Results

Unified’s support of multi-DRM (digital rights management) systems in a single pass reduces feature-film packaging for Filmbankmedia.

Using Unified Streaming technology, Filmbankmedia avoids multi-format encoding, or multiple streaming versions for the same content. So there’s less duplication. And they’re still able to provide ABR (adaptive bitrate streaming), which changes a stream’s quality based on internet speed.

Unified’s solutions for non-theatrical streaming (geo-fenced, multi-ABR) fit Filmbankmedia’s use cases perfectly. And since Unified can provide long-fragment .ism download variants, showing movies outdoors or offline is a cinch.

Unified Packager prepares fragmented, multi-DRM assets from mezzanine MP4s via an automated SQS/ECS workflow. Unified Origin sits behind CloudFront to generate DASH/HLS manifests on demand from a single .ism, letting Filmbankmedia store only fragmented sources while delivering device-specific streams dynamically.

One packaging step covers all DRM and platforms, standardizing delivery across all Filmbankmedia’s customers. JIT (just-in-time) packaging cuts stored variants and ensures high reliability.



Unified Origin

Stream any format

► “Efficient packaging, simplified delivery, and a better user experience for offline screening.”

► Quotes

“What we value most about Unified Streaming is the architectural elegance: one mezzanine input, one packaging step, and dynamic delivery tailored to each device. This approach has reduced complexity, storage, and risk, while giving us the flexibility to support streaming, geo-fenced access, and offline playback from the same assets.”

— Andrea Cavalieri, CTO, Filmbankmedia

“We’re proud to partner with Filmbankmedia, driving their dynamic workflows and providing them with maximum flexibility. Naturally, we’re also happy to see that their extensive catalog of shows and movies, with our packaging engine running under the hood, is able to suit so many different use cases.

Filmbankmedia delivers entertainment to diverse audiences in a range of scenarios and venues.

We’re glad to be part of their solution that makes audiences around the world happy.”

— Dirk Griffioen, Co-Founder, Unified Streaming

► Future

A couple things Filmbankmedia’s IT leadership may find interesting to implement in their tech stack in the future are Unified Streaming’s dynamic manifest filtering, and its offline-optimized variants. These would provide opportunities to align their streaming toolchain further with their download-first scenarios. Also, dynamic manifest filtering and its offline-optimized variants would enable more efficient packaging, simplified delivery, and a better user experience for offline screening.



▶ **“Innovative technology solutions and expert services to a wide range of sectors and international markets.”**

▶ **About Filmbankmedia**

A joint venture between Warner Bros. Discovery, Sony Pictures, and NT Digital, Filmbankmedia specializes in non-theatrical film and TV content licensing, offering innovative technology solutions and expert services to a wide range of sectors and international markets.



▶ www.filmbankmedia.com

“Technology developed in Europe’s most demanding media market, enabling companies to create reliable, standards-based media workflows.”

► About Unified Streaming

Unified Streaming helps broadcasters, streaming services, and content owners around the world stream, reuse, and monetize content. Unified Origin, Packager, Capture, Remix, Virtual Channel, and Radio provide the foundation for challenging customer solutions. For millions of viewers, Unified Streaming delivers a key part of a great streaming experience.

Unified’s technology, developed in Europe’s most demanding media market, enables companies to create reliable, standards-based media workflows that are AI-ready, regulatory-compliant, and efficient at scale.

Built in Amsterdam, trusted globally.

► www.unified-streaming.com

