



Case Study - Cloud-based Editing and Workflow

A production company creating and distributing content for a global TV market needed a flexible, easy-to-use solution for fast turnaround from rushes to delivery. Production, editors and management were working in multiple locations, so a cloud-based solution enabling remote working was required.

Challenge

A production company needed to process rushes quickly to an editing format, and enable multiple editors to upload, edit and re-upload material for approval.

The approval workflow comprised internal and external inputs to frame-accurate timecodes, including the ability to flag areas of video for editorial and technical compliance.

The ability to transcode to specific client delivery requirements and run a final QC as systematically as possible was also required.

Solution

Following consultation with in-house teams on existing manual processes, and revised business requirements for a flexible, remote-working solution, several cloud-based applications were implemented on top of AWS cloud storage.

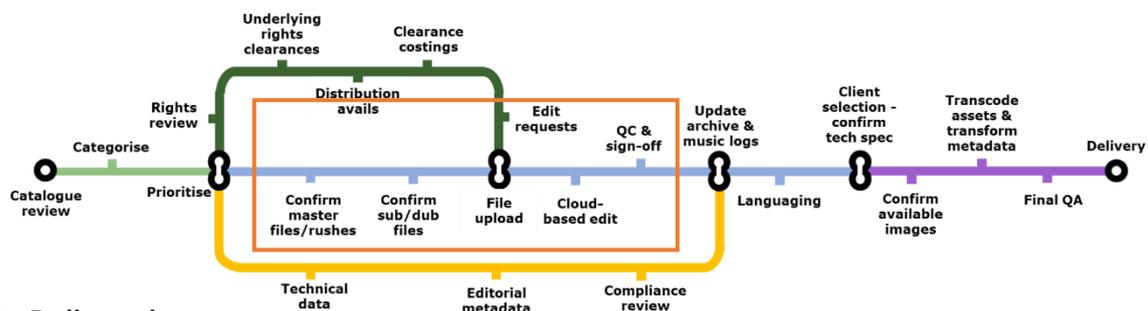
Separate applications were integrated for:-

- processing the raw material into storage,
- transcoding this into an editable format, and
- making it accessible to multiple team members,
- including a Premier Pro panel which could be used seamlessly by editors

Workflow was implemented with notifications so that edits could be reviewed and commented on. The feedback is retained as part of an audit trail for later reference if required.

Delivery “templates” based on clients’ requirements were included, together with a QC check on the transcoded asset before delivery.

Metadata delivery was retained as a separate manual process with systematic delivery to form part of a subsequent phase.



Results Delivered

- faster turnaround of rushes delivery (removing the reliance on LaCie drives)
- improved security of unique assets - all rushes duplicated on cloud-based storage on delivery
- streamlined editing process with multiple editors able to work on the same material
- tracking and audit trail of the decision-making and approval process
- streamlined delivery to clients with confirmation of success/failure
- accessibility with audit trail

