



Case Study - Asset Management

A brand-focussed production company and broadcaster focussing on expanding into different territories, with ambitions to attract new audiences from different demographics and increase revenue by licensing their content for distribution.

Challenge

The ability to scale up processes to meet demand was constrained due to:

- assets not being catalogued efficiently
- assets were differently formatted (physical & digital) and could not be tracked
- video assets not having split tracks available for language re-versioning purposes and without textless elements available for future international version creation
- assets not being standardised in the most suitable formats for distribution/transmission
- accurate metadata being unavailable, affecting the standards needed for broadcasters

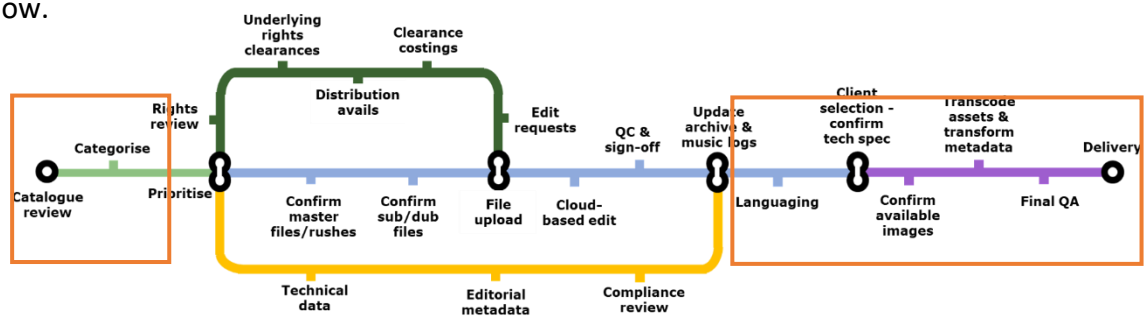
Solution

A complete editorial catalogue of all assets was constructed to enable the capture of all necessary metadata. Metadata was recorded for each individual item including translations where necessary, and a unique ID applied to all videos with associated ancillary assets.

Physical & digital assets were gathered and ingested into a cloud-based asset management system and then assessed to determine what was suitable for internationalisation & distribution.

Brand guidelines/technical specifications were created and made available to production partners and edit facilities to support end-to-end workflow.

Training was provided to staff on all new systems to secure the new asset management workflow.



Results Delivered

- a cost-effective, secure and centralised cloud-based asset management database
- accessible to team members enabling assets being easily tracked and shared externally
- a complete catalogue / inventory noting all company assets was generated
- a portal was designed to hold final viewing assets for client approval and could be utilised as a sales mechanism for future distribution deals
- duplications were eliminated to reduce storage costs
- content delivered securely to the appropriate endpoint digitally and tracked
- ancillary assets and metadata were stored against the relevant video asset in an easily identifiable location
- unused footage & archived assets not previously tracked and catalogued could be repurposed & used to create content
- 85% of the catalogue was assessed and cleansed, generating additional revenue from distribution deals to numerous territories
- streamlined workflow processes enabled employees to work more efficiently

