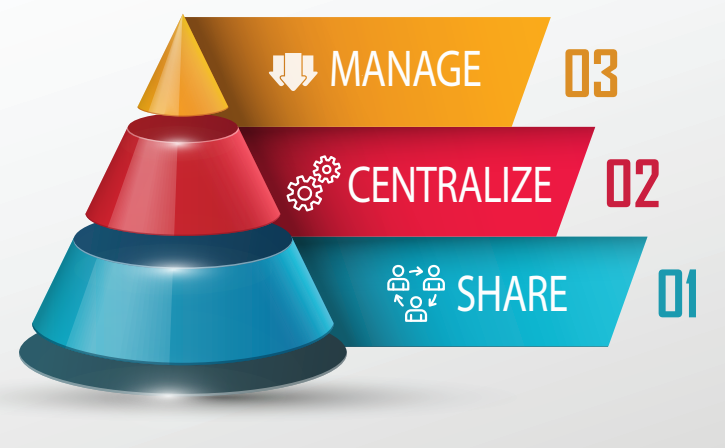

Centralize Non-Creative Processes

The Second Step After Shared Storage

Shared storage is the first step in building out a communal media production workflow. Increased media access and collaborative possibilities positively impact creativity but also present new non-creative burdens as ingest and delivery processes become more critical. Ensuring that best practices are repeatedly followed is difficult as these non-creative processes are distributed across multiple systems and done by a variety of people. When creative people ingest and package/deliver media or are impacted by ingest processes not properly followed, creativity and workflow efficiency is negatively impacted. So, what is the next step after shared storage?

Often, asset management is considered after shared storage. Asset management is typically expected to increase workflow efficiency by easing media discovery, managing file variants and access, and other benefits. However, asset management can significantly impact the creative process as new ingest and delivery, file naming, folder structure, workgroup rights and privileges, and other processes are introduced. This comprehensive and sudden impact can distract and slow the creative process as focus and attention is so heavily placed on learning new technology rather than creating better stories.

Via the Workflow Pyramid, Telestream suggests centralizing non-creative processes as the next step after shared storage. Non-creative processes such as ingest, media processing, delivery, captioning, and file-based QC can be centralized with Telestream's Vantage and ContentAgent. Once centralized, best practices can be deployed that consistently and reliably function 24/7.

Representative non-creative tasks that can be performed by centralized, automated workflows:

Ingest: Vantage and ContentAgent

- Confirming frame rate, aspect ratio, and other file properties
- Ingest to NAS, SAN, tape, and cloud storage
- Ingest to Avid Interplay/MediaCentral, CatDV, Iconik, IPV Curator and other asset management applications
- Naming files and folders
- Creating folder structure
- Transcoding: creating proxies
- Transcoding: creating editorial mezz files
- Placing proxy and mezz files in proper folders
- Moving and storing original files

Media Processing: Vantage and ContentAgent

- Publish XML side car files
- Framerate conversion
- Caption embedding and burn-ins
- HDR – SDR conversions and cross-con-versions
- Creating slates
- Bagging and tagging
- IMF packaging

Delivery: Vantage and ContentAgent

- Screeners with timecode, caption, watermark burn-ins
- Auto email notifications and/or files
- Publish Web Service methods, HTTP commands; Amazon SNS and Azure Event Grid Topics
- Send via Aspera or Signiant
- Send to Frame.io, FTP, Amazon S3, Generic S3, Google Cloud, etc
- Send to broadcast servers

Captioning: Vantage and Telestream Cloud via Timed Text Speech

- All services are auto-triggered via Vantage
- Creating captions and subtitles
- Re-timing and off-setting captioning
- Re-formatting captioning
- Associating captions and subtitles with the right video file
- Embedding and packaging captions

File-based QC: VidChecker, Aurora and Qualify (Telestream Cloud)

- Auto triggered from Vantage
- Auto select QC Templates for Specific Partners (Netflix, Discovery, etc)
- Auto-correct color space, black levels, PSE flashing, dead pixels, audio levels, etc.
- Auto route files based on PASS / FAIL results
- Send confirmation emails with / without files

Outcomes at a glance

Centralizing non-creative tasks enables creative folk to spend more time creating! Often, creative folk can spend up to 20-30% of their time on non-creative drudgery. Removing these tasks and centralizing them on Vantage or ContentAgent frees creative folk from this distracting work so that they can spend more time creating! Once centralized on Vantage or ContentAgent, best practices for ingest and delivery can be better established, implemented, and managed; repeatable media processing tasks can be automated 24/7, captioning and QC tasks can also be centralized and auto triggered. Processes can be immediately monitored for reporting or status information. Additional workflow efficiencies result as normalized bit rates and less duplication results in more efficient storage and V-LAN bandwidth utilization.

Value to the customer

No Impact Upon the Creative Process: Vantage and ContentAgent require no client-side software and are triggered by intuitive means such as watch folders and APIs. Naming, transcoding, and moving, and delivering files can all be done by Vantage or ContentAgent, automatically!

Increased Creative Time: We are estimating that 20-30% of a creative's time can be spent on non-creative processes. Centralizing non-creative work removes these burdens and enables creatives to spend more time creating. Further, creative time is further increased as creatives can be assured that files are in the proper format, have the proper frame rate, proper name, and in the proper folder!

Increased Network and Storage Efficiencies: Vantage and ContentAgent can normalize bit rates, file formats, frame rates and other factors. Further, centralizing ingest and delivery processes can avoid file duplication. These processes can lead to saved storage as well as saved V-LAN bandwidth, which can be especially critical when sharing 4K or high bit rate ProRes files!

Workflow Management: The Vantage Job Status tool is accessible via a browser and provides immediate and accumulated job status information. Other standard tools in Vantage enable automated job prioritization; jobs can also be manually re-orded and re-queued. Concentrating all ingest and delivery jobs also enables the establishment of workflow best practices such that ingested and delivered files are in consistent formats / bit rates, and overlays, burn-ins, slate, and other packaging standards are consistently applied.

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