diversified

Create the unforgettable

Preparing for Media Technology Changes

Session Goals

APPROACHABLE

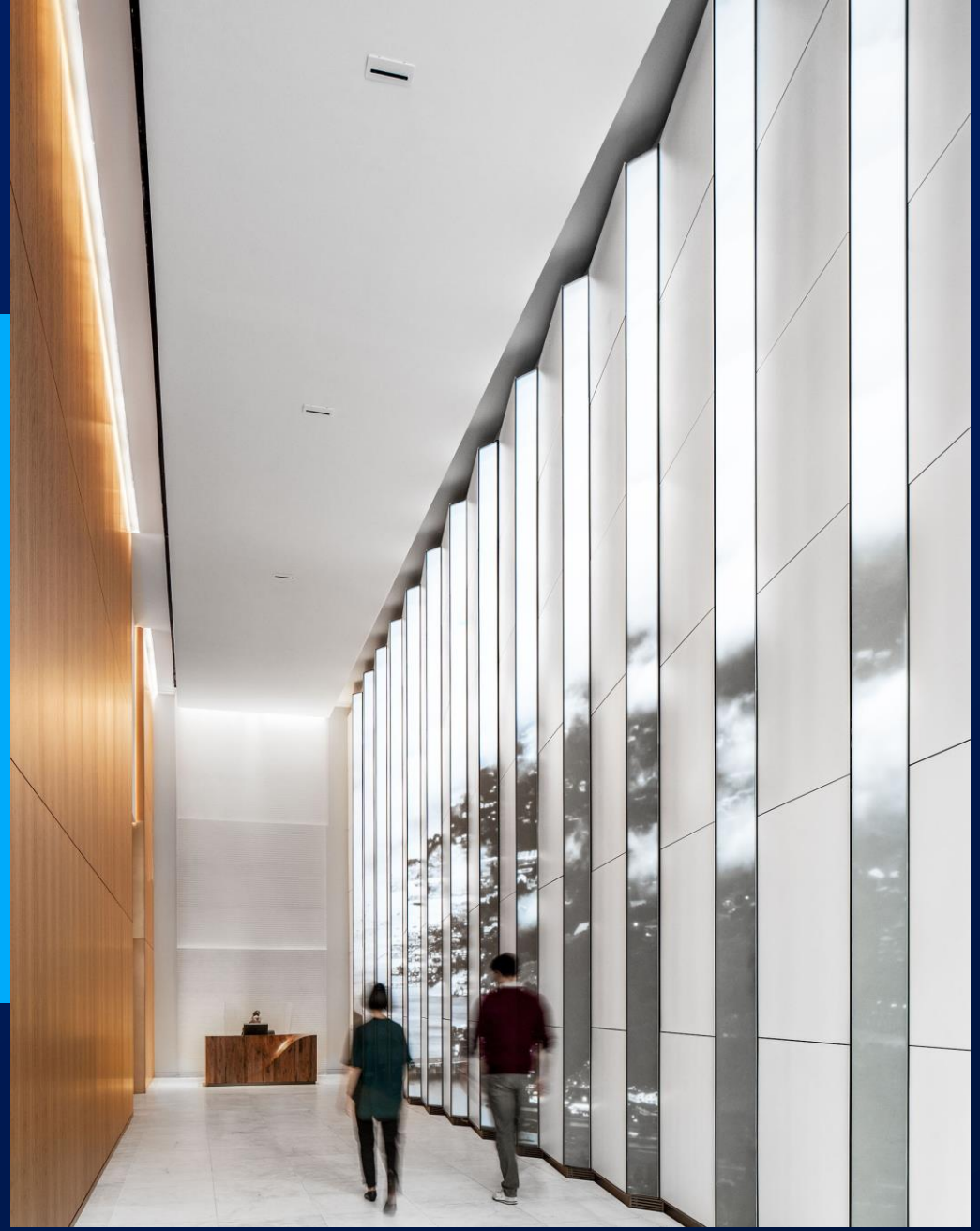
- Make Media Technology Changes more approachable to plan for, and undertake

METHODOLOGY

- Provide Methodology Best Practices that can be implemented in your own organization

SUCCESS

- Present Ideas and Foster discussion to help you be successful in future projects



Agenda

- Introduction
- Solving the Right Problems
- Documenting Current Realities
- Embracing Change Management
- Deploying Successfully

diversified
Create the unforgettable

Matt Bain

Technical Sales Engineer
Media Supply Chain

Blame it on the Rain

BROADCAST ENGINEER PRODUCTION ENGINEER PRODUCTION MANAGER

106.1 KISSFM
SEATTLE'S #1 HIT MUSIC STATION

FUNKY MONKEY 104.9
www.themonkey1049.com

WE'RE YOUR TECHNOLOGY PARTNER

From analog to digital and fiber to cloud, Diversified has partnered with clients around the world to deliver the latest technology advancements throughout the last four decades. Since 1993, we've helped a global clientele leverage modern innovations and cutting-edge technology solutions to achieve their goals and gain competitive advantages in a constantly evolving market.

Originally founded as a full-service systems and media technology integration company, Diversified has continued to refine our expertise and expand our portfolio to meet the needs of today as well as tomorrow, emerging as a leading technology solutions partner with an unprecedented combination of reach and offerings.

At Diversified, we understand that implementing a new technology strategy is a major investment that impacts a variety of stakeholders throughout an organization, rippling through leadership and finance to IT and the ultimate end users. To help streamline what can easily become a daunting undertaking, we stand with clients as their trusted partner, leveraging the best in technology and ongoing advisory services to transform their business.

- 2,400+

  Associates
- 40+

  Locations
- $1B

  Annual Revenue
- 70%

  Fortune 1000

  Clients

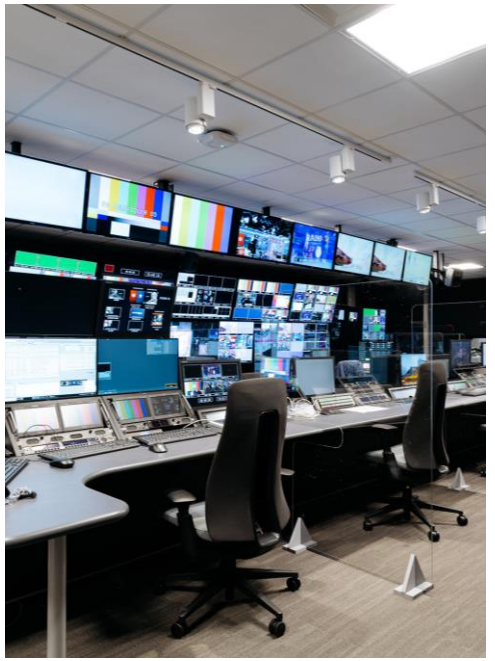
Rogers Sports & Media - SPORTSNET

Toronto, ON | Canada

Audio Visual
Emerging Technology
Media Production

SPORTSNET Studios Reimagines the Viewer Experience to Bring Fans Even Closer

- Rogers Sports & Media (RSM) turned to Diversified's team of experts for the consultation and design of two new production control rooms that would drive two new cutting-edge IP-based sports broadcast studios.
- In addition to the IP infrastructure, Diversified helped outfit the impressive new broadcast studios with Samsung 1.5mm pixel pitch LED displays in various sizes and configurations along with Samsung large format LCD in 75″ and 98″ sizes including:
    - Two-sided column wrapped LED wall
    - Two curved anchor desk LED displays
    - 50′ wide concave curved LED wall, floor to ceiling
    - Seven 75″ and two 98″ displays, portrait mounted
    - Thirteen additional LED walls between both studios
    - HDR capable systems with two Barco videowall processing engines

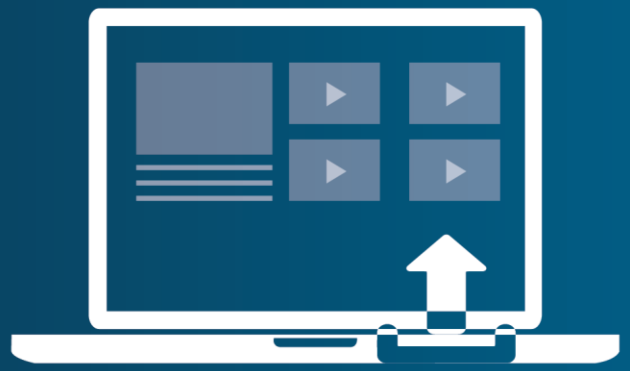


Create the unforgettable

Diversified Customers

THE RISE OF MEDIA EVERYWHERE

“Inherently, all companies are media companies.”



18

is the average number of videos published by businesses each month

85% of businesses now have internal staff and resources to produce videos in house.

The High Tech and Manufacturing industries publish the most new videos.

Businesses have an average of 293 videos in their library.

Almost every company with 25+ employees creates some form of video content for both internal and external marketing.

As digital platforms and social media have become a large, and for some companies, primary outlet of marketing, content has moved from agencies to in-house.

56%

of all videos published in the last year are less than 2 minutes long.

websites and social are the most popular distribution channels.

The four most common videos

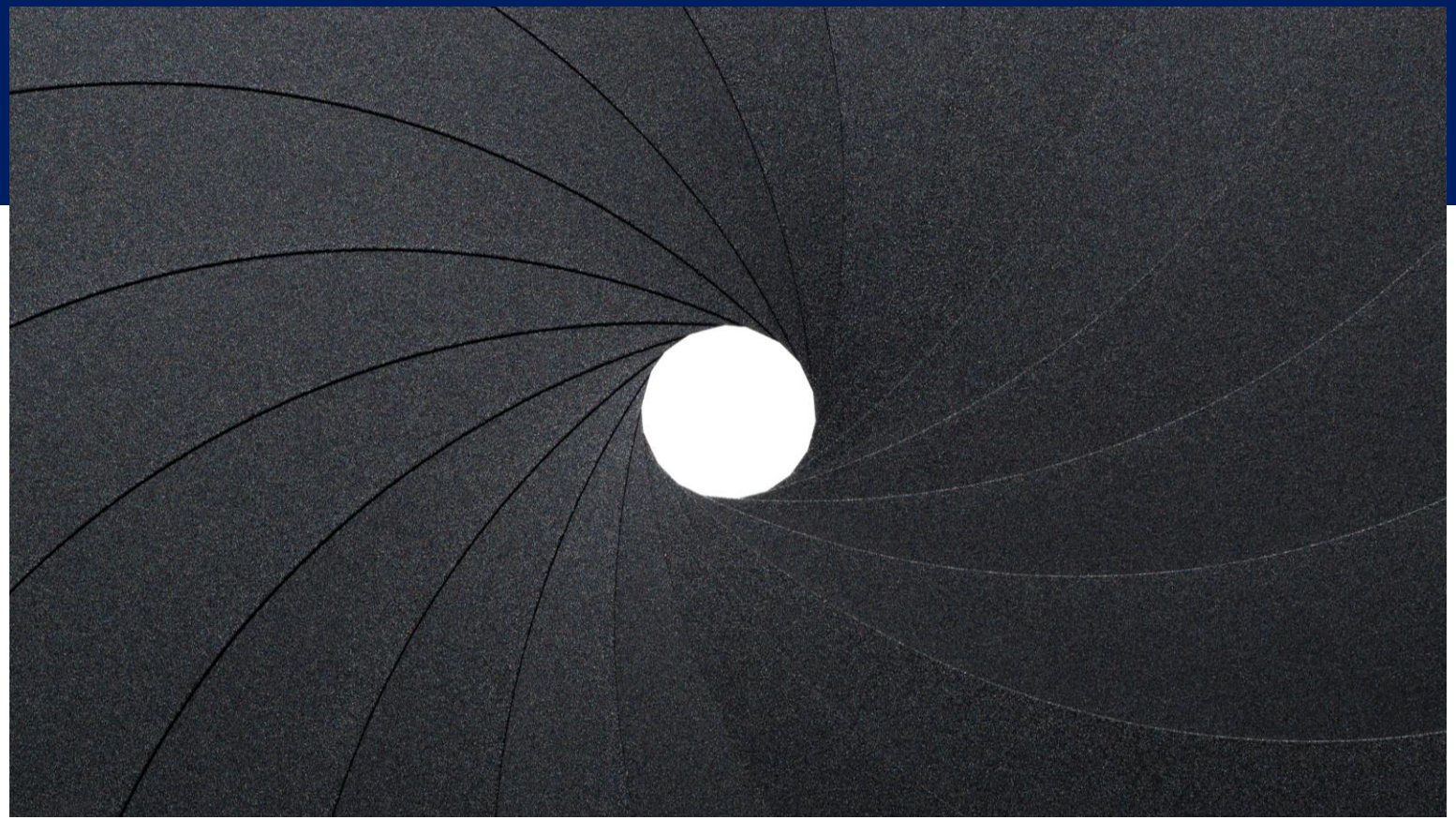
- **Explainers**
- **Product Demos**
- **How-Tos**
- **Testimonials**

Solving the right problems

Create the unforgettable

Solving The Right Problems

STAYING FOCUSED



- The most critical aspect of technology projects, at any scale, is clear definitions of the desired outcomes

Solving The Right Problems

NEEDS

- 3 Remote Editors Need Access to Files
- 750TB of Online Storage
- SDI Capture for 8 Channels
- Additional Edit Suite
- Enable Remote Production
- Workflow Automation

WANTS

- Speed up Transcodes
- Increase Collaboration
- Proxy Edit from Home
- Client Approvals
- Searchable Database

WHY?

Solving The Right Problems

*PAUSE

- Can you?
- Should You?

Revisit Priorities

Create the unforgettable

Solution Checklist

PEOPLE

PROCESS

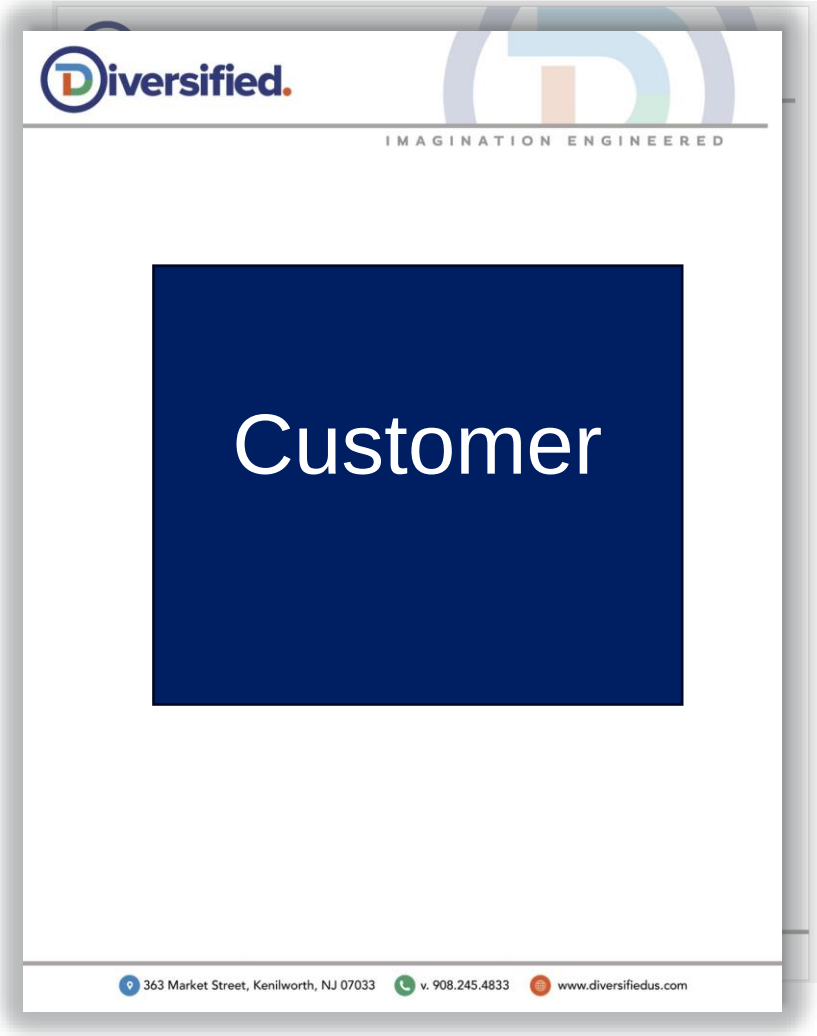
BUDGET

Solving The Right Problems

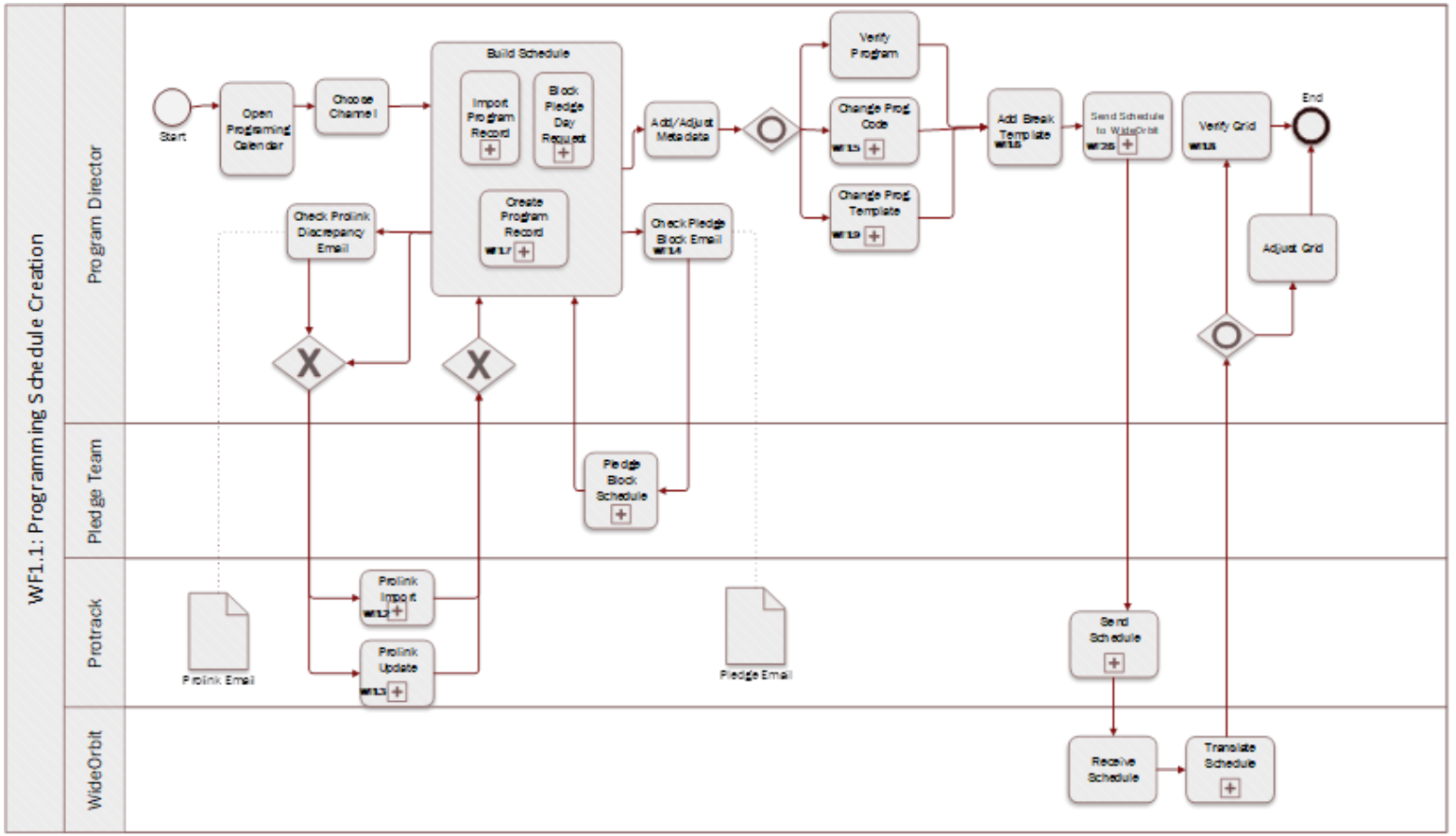
Task Description	[R]esponsible	[A]ccountable	[C]onsulted	[I]nformed
Project Initiation				
Schedule Host Project Kickoff	DIVERSIFIED		CUSTOMER	
Provide project schedule	DIVERSIFIED		CUSTOMER	
Provide project RACI matrix	DIVERSIFIED		CUSTOMER	
Review/Approve RASCI with signoff	CUSTOMER	DIVERSIFIED		
Issue vendor PO's to initiate procurement cycle	DIVERSIFIED			CUSTOMER
Definitions				
Schedule discovery sessions; remote/onsite	DIVERSIFIED		CUSTOMER	
Provide discovery session agenda	DIVERSIFIED		CUSTOMER	
Coordinate key customer stakeholders for discovery sessions	CUSTOMER			DIVERSIFIED
Record discovery sessions	DIVERSIFIED			CUSTOMER
CPI (Customer Provided Information) Form Delivered	DIVERSIFIED		CUSTOMER	
CPI (Customer Provided Information) Form Returned	CUSTOMER	DIVERSIFIED		
Create Functional Requirements Analysis based (FRA) on discovery sessions and CPI Form	DIVERSIFIED		CUSTOMER	
Review/Approve Functional Requirements Analysis with signoff	CUSTOMER	DIVERSIFIED		
Implementation				
Create Detail Design based on FRA	DIVERSIFIED			
Review/Approve Detail Design with signoff	CUSTOMER			
Provision/Install/Wire/Test all equipment compliant with specification for system requirements	CUSTOMER		DIVERSIFIED	
Configure Iconik MAM and storage systems	DIVERSIFIED		CUSTOMER	
Perform content migration analysis and advise	DIVERSIFIED		CUSTOMER	
Perform content migration	CUSTOMER			DIVERSIFIED

Documenting Current Realities

WORKFLOW CONCEPTUALIZATION



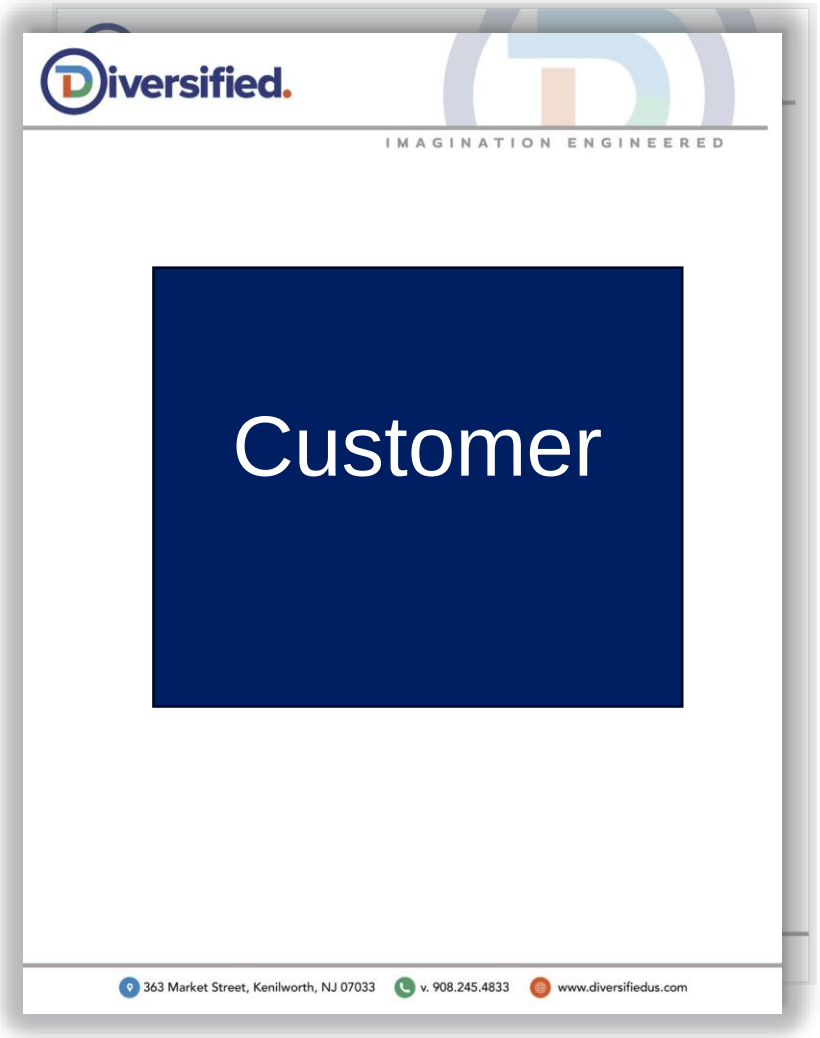
USER STORY ANALYSIS – WITH ID'S AND CROSS-REFERENCES



BPMN 2.0 – USED BY MANY WORKFLOW DESIGN SOLUTIONS, INCLUDING MAM SYSTEMS

Use Case Pinwheel

WORKFLOW DOCUMENTATION



WORKFLOW ORCHESTRATION MAP - WITH ID'S & CROSS-REFERENCES

2.1.2 Baseband Ingest

Baseband ingest is accomplished through record servers. The initial ingest volume is calculated at 285 content

cation will need to be monitored for
ated Lo-res essence from the recorder.
naged by the MAM and have client defined

nerates a Lo-res media for proxy browsing if

to the data model.

media
se mp4

arsed in this use case. (i.e.- Sidecar files) lata set
s, Lo-res, key frames, volume curve, ata extracted from the source media file. name or Name metadata field. al, will input a basic metadata scheme ctively growing. n asset place holder, when associated. ingested files to asset place holders

2 Functional Requirements

2.1 Production

2.1.1 File-based Ingest

File ingest will be accomplished through a drop-folder/watch-folder architecture.

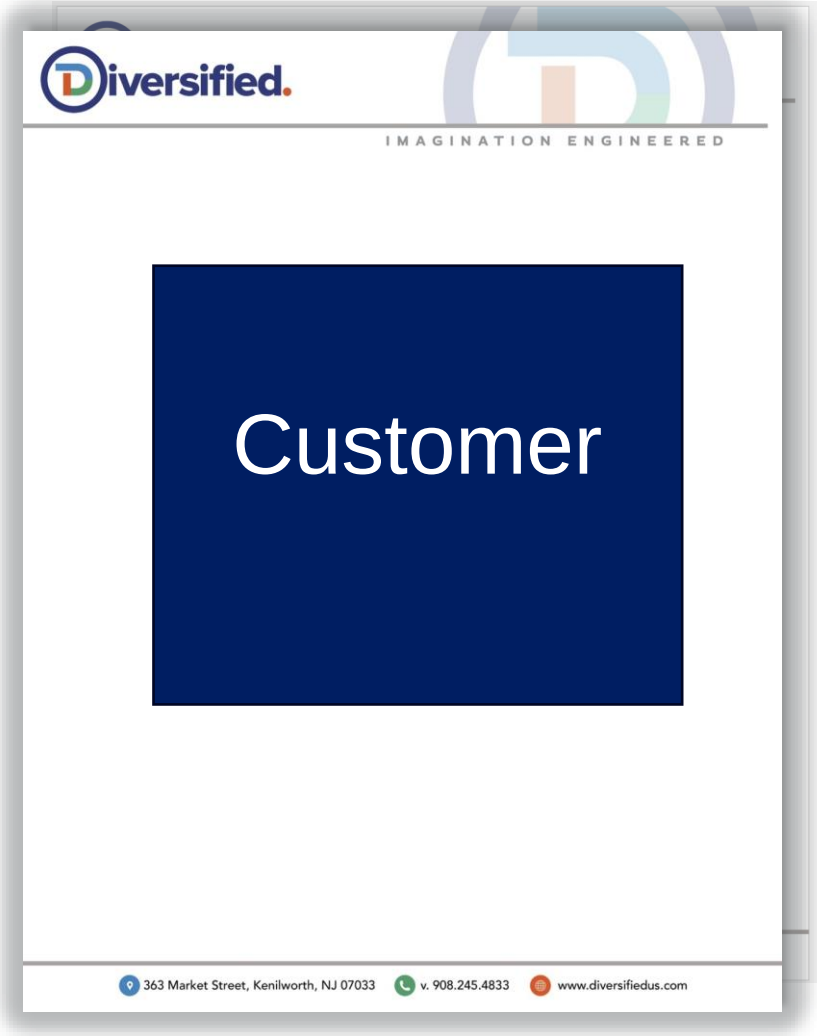
Description:

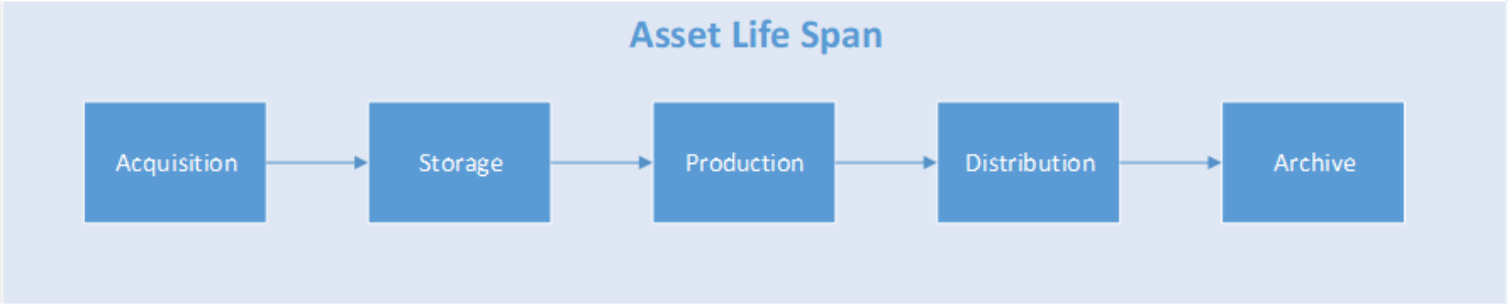
- Operators will place Hi-res media in a staging folder on the Hi-res storage. These locations will need to be monitored for incoming assets.
- The physical storage location, on the Hi-res storage, will be managed by the MAM and have client defined purge rules implemented.
- The MAM recognizes the new Hi-res media, catalogues it and generates a Lo-res media for proxy browsing.
- New media will have technical metadata extracted and stored in the data model.

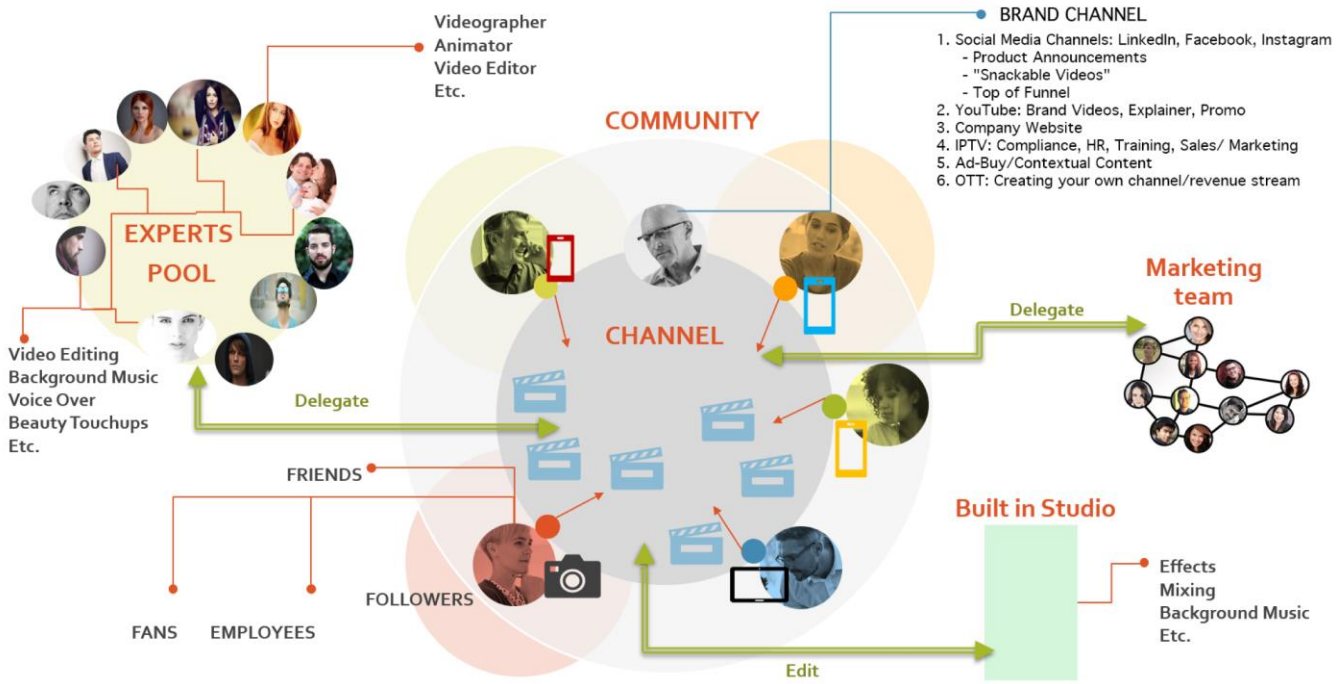
Source Media	Transcoded media
Hi-res House Format	Lo-res Browse MP4
Non-House Format	Hi-res House Format

Exceptions	• Cards with spanned content will be treated as individual files, rather than a collective
Expected Results	• A new media object with Hi-res, Lo-res, and technical metadata extracted from the source media file. The asset title is the media filename • Users processing RAW material, will input a basic metadata scheme into the MAM • If a file has embedded closed captioning, the CC should be maintained. • Metadata is parsed in this use case. (i.e.- Sidecar files) • Operators will be able to marry ingested files to asset place holders • After ingest, the file will either be removed or moved to a non-managed archival location (maintaining the original file outside the MAM)

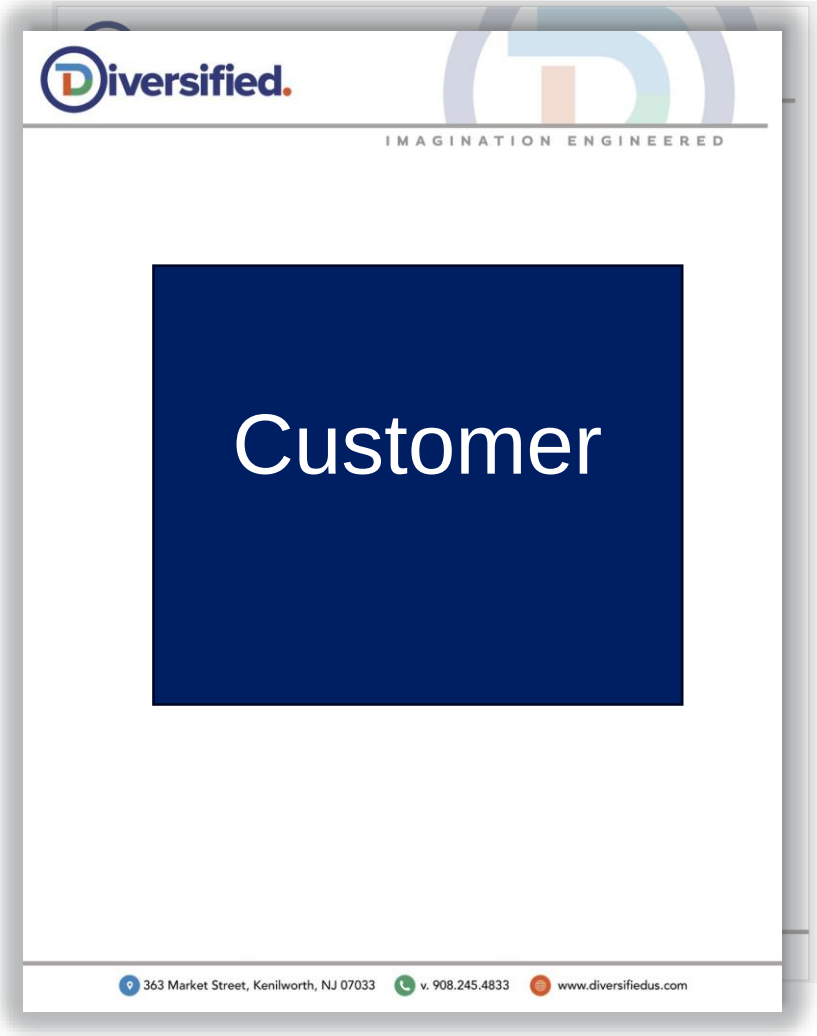
ASSET LIFESPAN AND MANAGEMENT OBJECTIVES



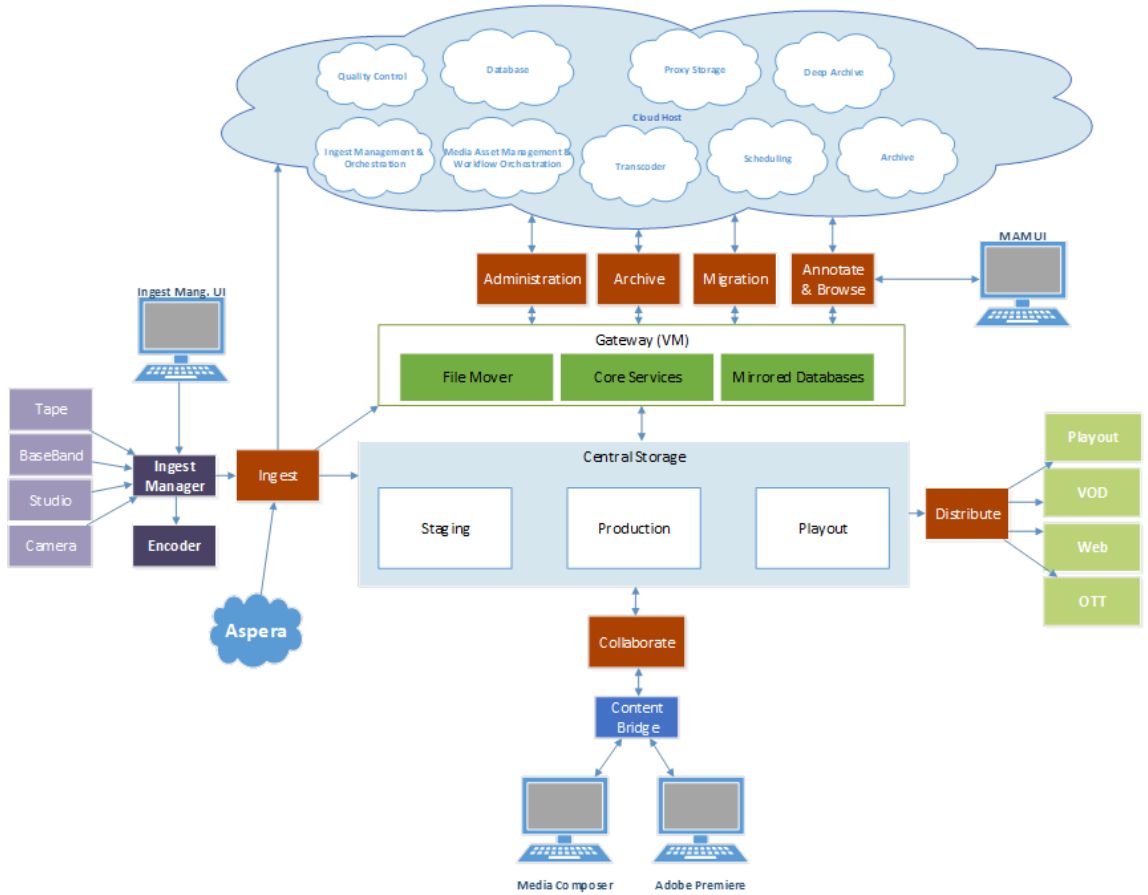




MAM ARCHITECTURE REVIEW / REDESIGN



RESULTANT SYSTEM ARCHITECTURE DESIGN



Revisit Priorities

Create the unforgettable

Solution Checklist

PEOPLE

PROCESS

BUDGET

Change Management

Change Management

- Communication Strategy
- Training Strategy

Change Management

DON’T BOIL THE OCEAN

- Quick Wins
- Clear Timelines

Change Management

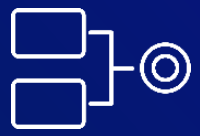
MAKE SUCCESS MEASURABLE

- What does success look like?

Master Your Media

One Goal, One Team

Easy-to-adopt, centralized platform to collaboratively manage your entire multimedia library



Automate repetitive tasks

Let Flex be your engine, while your teams focus on driving the overall content strategy

Distribute everywhere

Publish to all your platforms, increase consumption success rates

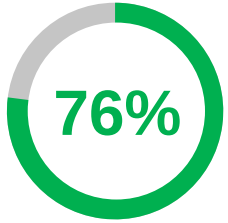
Customer configurable

Easily adapt to a new technologies and evolving business initiatives

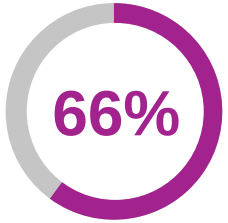
Engage Your Audience

customer reported results

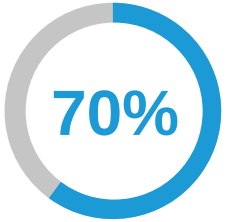
boost in collaboration and teamwork



increase of content produced with the same staff



growth of digital audiences



time savings in processing & delivering content

Revisit Priorities

Create the unforgettable

Solution Checklist

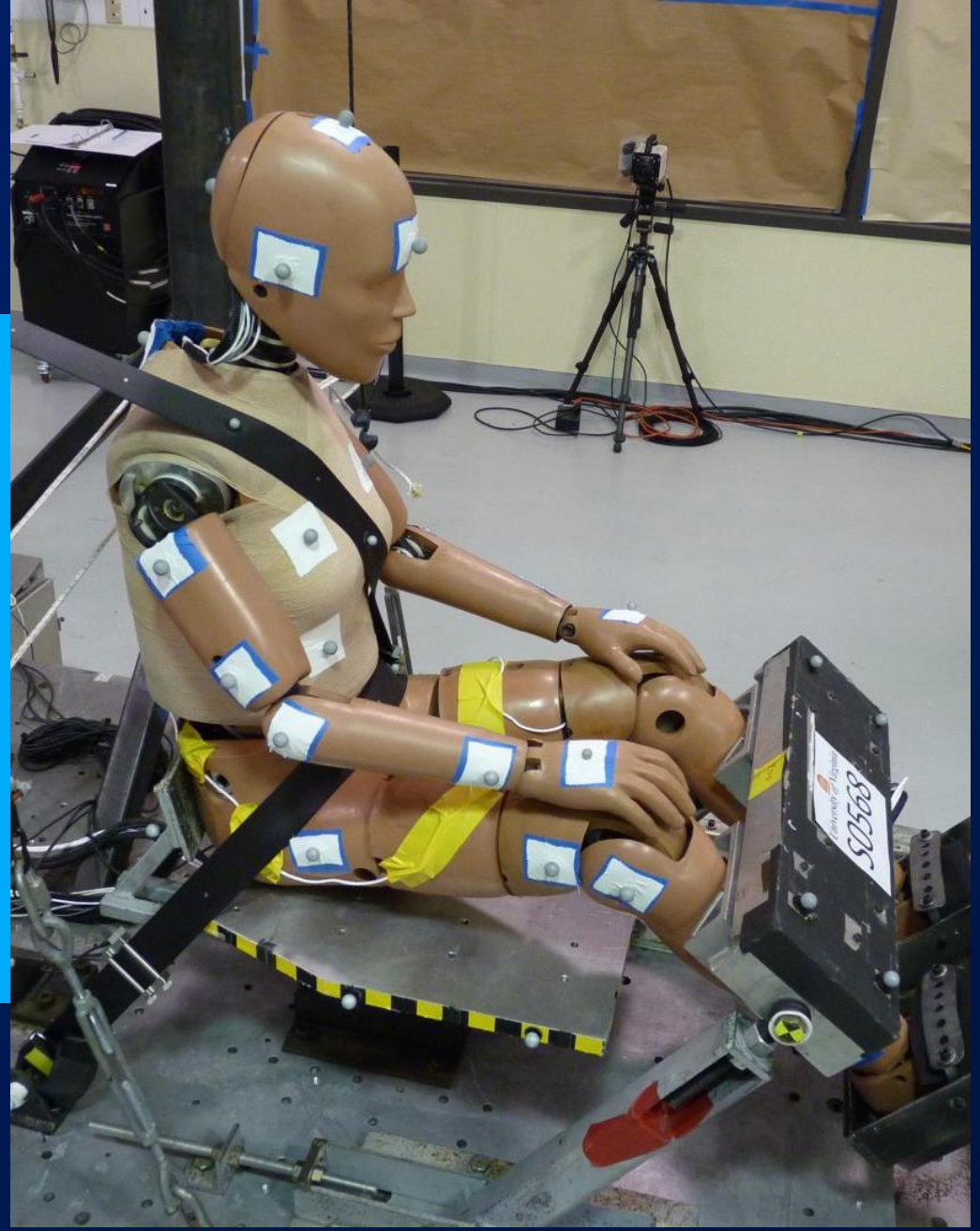
PEOPLE

PROCESS

BUDGET

diversified
Create the unforgettable

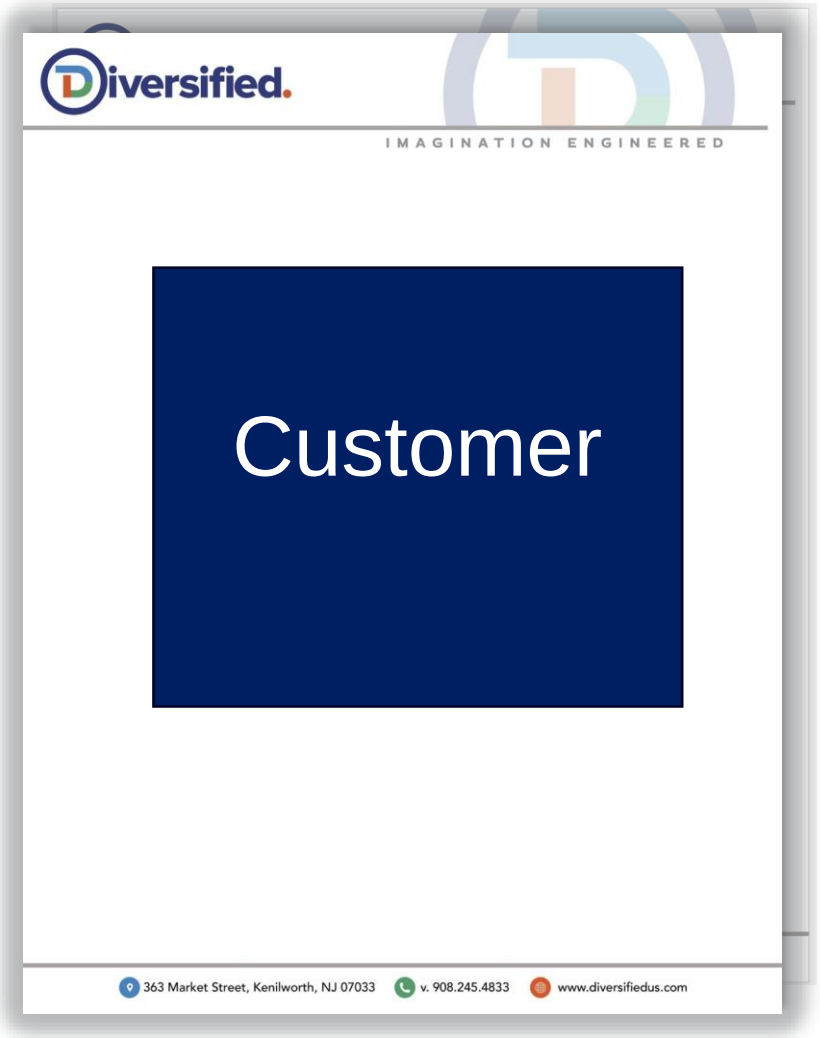
Deploying Successfully



Deploying Successfully

- POC?
- Parallel?
- Switch?

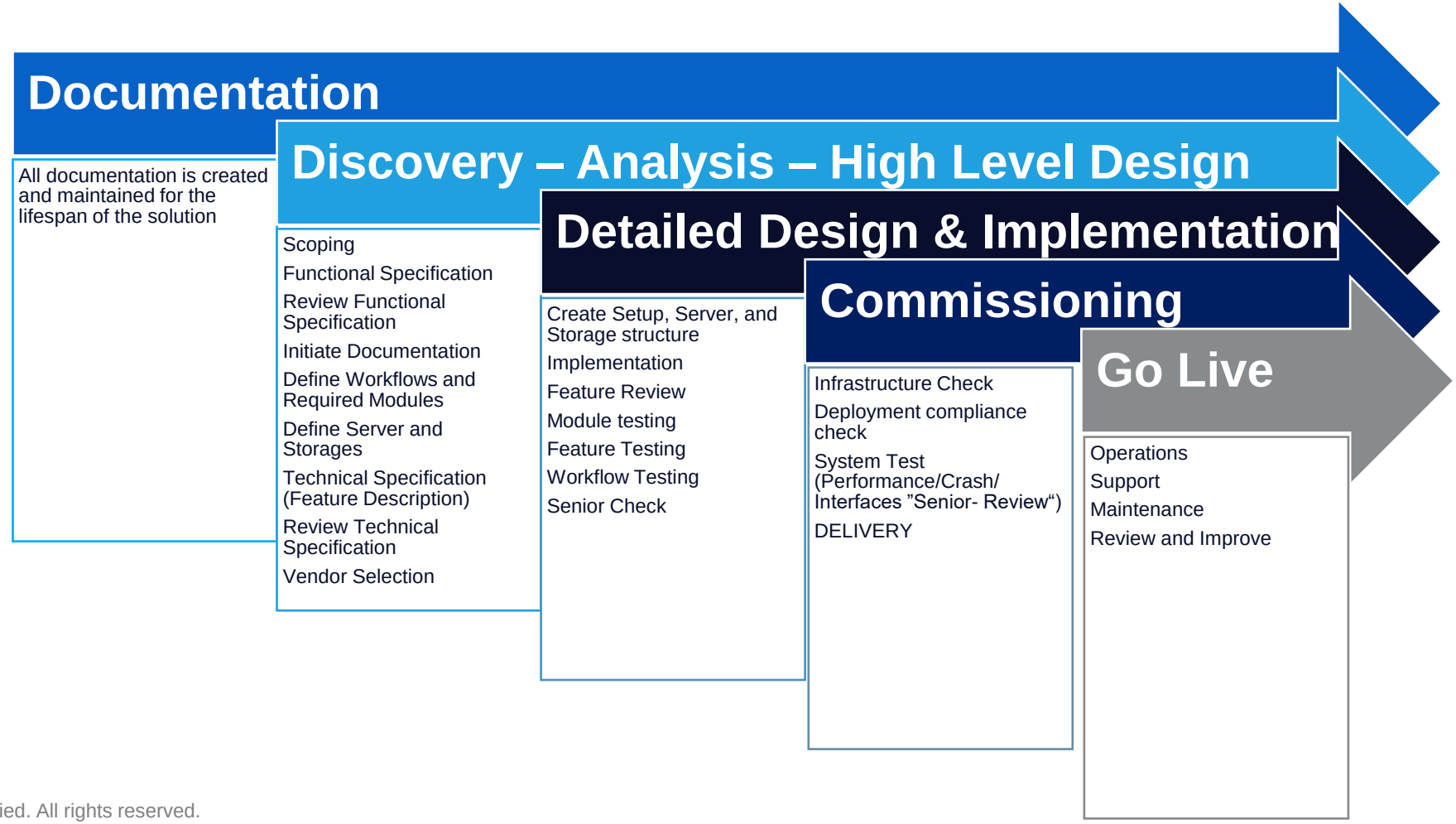
SYSTEM COMPLIANCE ANALYSIS



Section	Topic	MAM OPTION 1	MAM OPTION 2	MAM OPTION 3	MAM OPTION ...
2	**Proposed Architecture**				
2.1.1	Singular Centralized Facility	Yes	Yes	Yes	Yes
2.1.2	Redundant Facilities	Yes	Yes	Yes	Yes
2.1.3	Independent Facilities	Yes	Yes	Yes- But can add complexity to the system	Yes
2.2	**Proposed Functionality(Integrations)**				
	Harmonic	Yes	Yes	Yes	Yes
	Evertz	Yes	In Development	Yes	Yes
	ScheduALL	Yes	Yes	Yes	No Api
	Spectra Logic	Yes	Yes	Yes	Yes
	Telestream	Yes	Yes	Yes	Yes
	Adobe CC	Yes	Premiere Panels supported, Lightroom other CC products on Roadmap	Yes	Premiere,After Effects, Audition
	Cloud Storage- (AWS, etc...)	Yes	Yes	Yes	Yes
2.2.1	**House Formats**	Yes	Yes	Yes	Yes
	AVCIntra 100 1080i or 1080p @ 59.94 MXF Op1A				
	MP4 Proxy				
3	**Functional Requirements**				
3.1	Production				
3.1.1	FileBased Ingest	Yes	Yes	Yes- Watch Folder, Aspera, Signiant, Prelude Panel	Yes
3.1.2	Basedband Ingest	Yes	Need integration	Yes	Achieves through folder watching
3.1.3	Media Requests	Yes	Yes	Yes	Allows for scheduled record to be submuitted to device
3.1.4	File Based Upload	Yes & Card Media	Yes- Aspera, Signiant, File Catalyst, Premiere Panel	Yes	Yes & Card Media
3.1.5	Metadata Extraction	Yes	Yes	Yes	Yes
3.1.6	Proxy Generation	Yes	Yes & API for transcoders	Integration API	Yes
3.1.7	Editing				
3.1.7.1	Craft editing	Yes	Yes- Premiere Panel	Yes- Adobe Panel, Check-in,Metadata	Remote conform in the Rack
3.1.7.2	Desktop Editing	Yes	Yes	Yes	Subclips are Virtual, render from bin or premiere project render to new asset
3.1.7.3	Proxy Editing	Yes	Yes	Yes	Yes, New asset go through ingest process
	Distribution				Yes- prefer to not create mutiple

Deploying Successfully– FACTORY PROCESS

Our core IT expertise along with our complimentary specialties in real-time media, media workflow, and production studios uniquely positions Diversified to design the solution to support all integrated technologies.



Deploying Successfully

RECOGNIZING THE FINISH LINE

- Defined
- Documented
- Project vs Practice

Kickoff

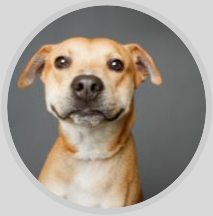
Executive Stakeholders

Executive Sponsors

Project Leadership Team

Cross-stream
Technical Lead

Core Team
Programme and Project Managers

OMS / RMS	OMS	OMS / RMS	RMS
	Functional Lead	TLS Lead SME	Functional Lead
			

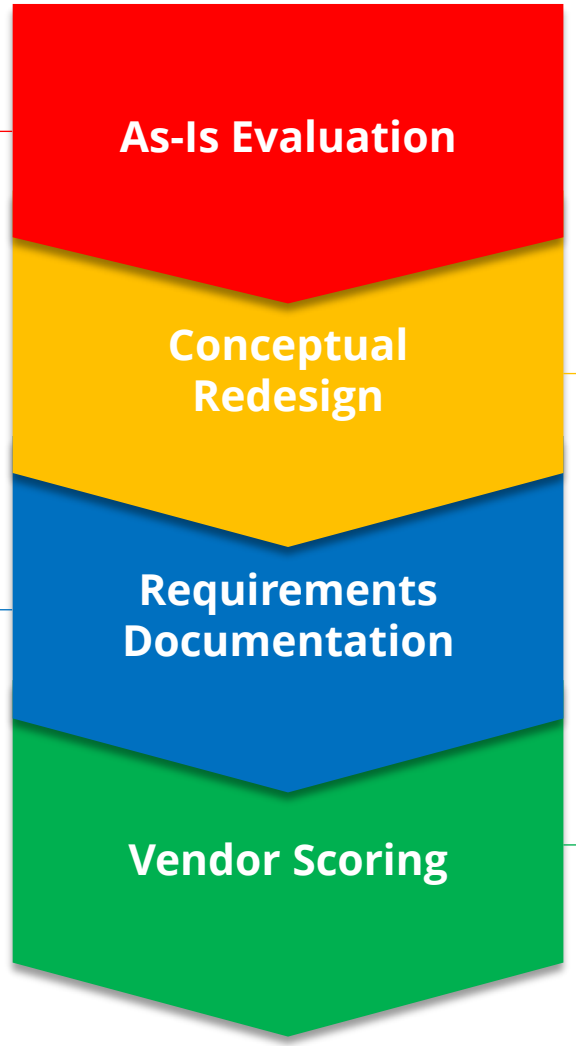
Vendor Resources

Communicate

- High Level View of Project
- Reasons Prompting Changes
- Individual Expectations
- Timelines
- Expected Outcomes

Clear Roadmap

Extensive documentation was created looking at the current state of systems and workflows to understand how the organisation needs to work

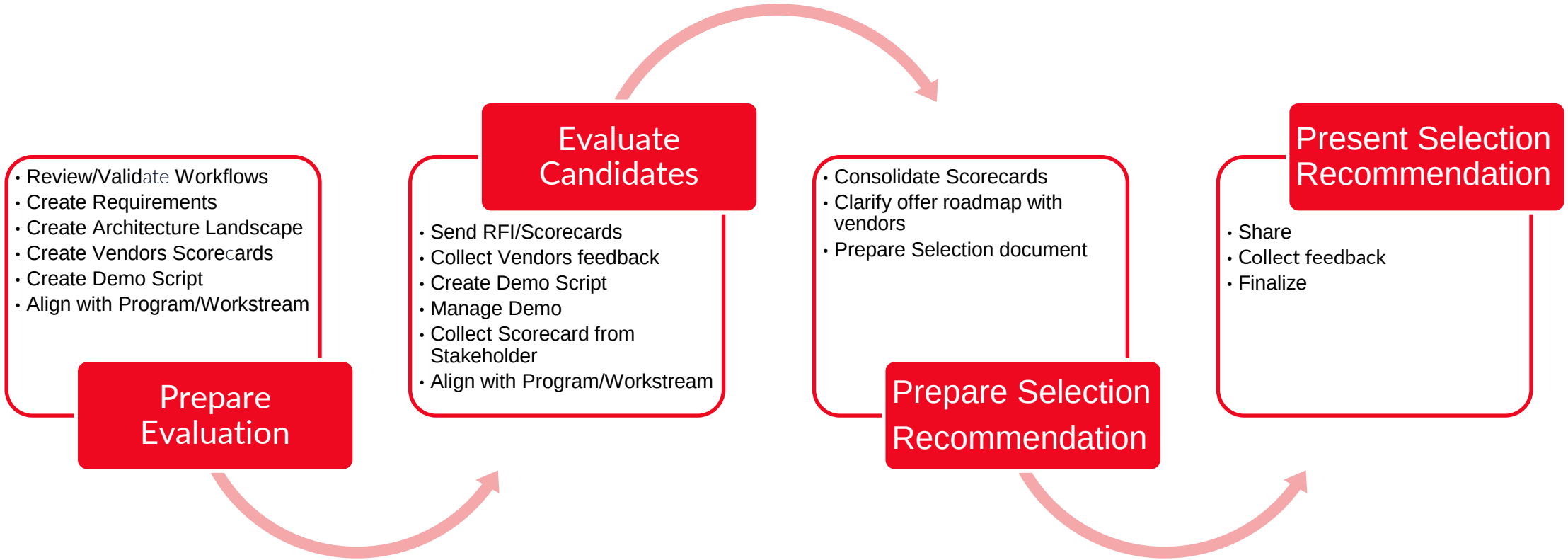


Utilizing that knowledge, a future state was envisaged and documented with a description of specific changes to the as-is workflows

We are now creating the specific requirements and functionality which needs to be addressed by any proposed system for each focus area from a shortlist of suppliers

Once validated by Subject Matter Experts, we can use those criteria and the conceptual future state to engage with vendors and perform a quantitative scoring exercise to choose a product to deliver the improved workflows

Whats the process?



Thank You

Create the unforgettable