

films @ 59



films@59

CASE STUDY

Films at 59 & Object Matrix Post Production with a Vision

By Jamie Lawrence, Workflow Consultant, Films at 59

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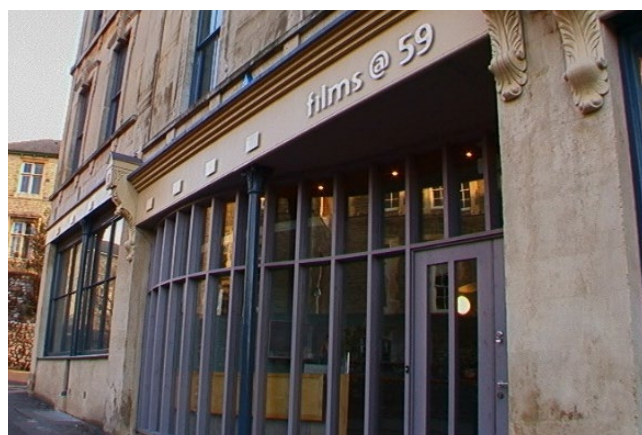
Background

Established in 1990, Films at 59 has over 25 years of experience providing creative and cost-effective pre and post-production services to film and television content creators.

We operate from two main sites in Bristol and Cardiff, providing services to a range of high-profile programmes across diverse genres, including Blue Planet II (BBC One), Dr Who (BBC One), The Great British Bake Off (Channel 4), and Restless Legs (Channel Five).

In 2018, all our hard work paid off with a win for Best Post House in the Broadcast Awards, an achievement that we are very proud of, both for our company, but also for our clients and our region.

At Films at 59, we believe our dedication to providing a smooth and efficient service, from camera hire through to post-production and delivery, is the reason we're one of the most successful facilities in the country. Our teams work across a variety of genres and we are regularly exposed to technology at the cutting edge, working closely with manufacturers to develop products that will work best for us and our clients.



Complex Workflows

In addition to our post-production services, we also offer services including camera kit hire and freelancer crews. This means we handle large amounts of footage in the form of digital files, all the way from the initial ingest process, through to editing, finishing, and delivery. Our clients are based around the globe, so we are always critiquing our workflows to meet the challenges of multi-format production and cloud-based working.

As tapeless technology has taken over the production process, the onward march into UHD and HDR has meant that the amount of data that we are required to store and manage has increased exponentially. Added to this, the natural, organic evolution of our editing, finishing, and storage solutions meant we found ourselves managing data across

disparate storage platforms, with a consequent impact on efficiency.

We also wanted to be able to automate the verification of file copies to ensure the integrity of our clients' rushes. Traditionally, this had been a manual process involving opening up the file and ensuring it was working and identical to the original. Automated tools have appeared on the market, but this is still a separate process that can be time-consuming when large amounts of media are involved.

Against this backdrop, it was clear we needed to consolidate and automate aspects of our storage solution, to realise efficiency gains and reduce the amount of manual labour needed in managing data flows through our facility.



Streamlining Processes

We enlisted post-production integrator Digital Garage to help us find the right tools to solve these challenges. Their extensive knowledge and understanding of the market, along with our long working relationship, meant they were able to easily understand our requirements and present us with a range of solutions they thought would fit the bill.

It seemed obvious that we should look carefully at object-based storage, as that seemed to be a good fit to our requirements, and would allow us to bring some structure to our data flows.

After a significant market review, we asked Digital Garage to assist us with the implementation of 528TB of Object Matrix's Digital Content Governance platform, MatrixStore.



Once installed, this allowed us to consolidate our disparate storage solutions onto one single product. Not only does MatrixStore provide a high level of data security and integrity, but it also provides us with tools that enable us to be much more efficient. With everything in one place, locating video files and associated content is quick and easy.

Object Matrix provides a data asset management tool called DropSpot, which allows us to tag objects with metadata during ingest. This metadata can then be queried at a later date, enabling instantaneous location of data. One of the main goals throughout this installation was to streamline processes and save our team valuable time. By improving the management of content during ingest, locating data becomes far more efficient throughout the post-production chain.

DropSpot is also able to ingest items into the system without the need for a third-party application to carry out verification. Using MD5 as a checksum, DropSpot is capable of carrying out verifications at the time of ingest to ensure a bit-for-bit copy.

We also implemented MatrixStore Vision: a browser-based content search and collaboration tool, which enables efficient searching, uploading, and downloading of data within an easy-to-navigate user interface.

As well as being easily integrated into MediaCloud's existing ecosystem, MatrixStore can integrate seamlessly with any number of varying formats and workflows at client sites.





Organised Structure

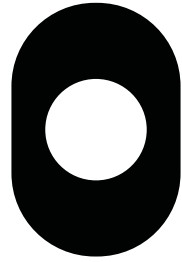
One constant theme in the film and television industry is that there are lots of different ways of doing things, therefore we have to have the ability to adapt workflows to suit different ways of working. For this project, whilst MatrixStore did the bulk of what we needed, we still required some custom tweaking to suit our very specific needs. The team at Object Matrix were very responsive to help with this, first learning what those needs were and then helping adapt the solution to meet our requirements.

Making the best use of the new installation also meant getting ourselves organised, with a generic folder structure that could be used across all of our projects. With around 160 storage 'vaults' on the system, ensuring they are all organised in the same way with the same folder template was crucial to ensure ease of discovery across those vaults. Reorganising historic content into that new structure was not an easy process, but now we are using it on a daily basis, I am definitely glad we took our time to get it right.

The Result

Ultimately, this project was about making our processes much more efficient and automated, whilst at the same time continuing to protect our clients' valuable media assets. The result has been very efficient workflows, content that is easy to find, and a team of people freed up to focus on what they do best – producing great content!





ObjectMatrix

About Object Matrix

Object Matrix is an award-winning UK-based software company that pioneered Digital Content Governance (DCG), object storage, and the modernisation of digital video workflows. Our media-focused private and hybrid cloud solutions are tightly integrated into file-based and IP workflows and bring economic and operational benefits to all of our customers. Our flagship product, MatrixStore, is used by the world's largest organisations that create and distribute video content, including NBC, TV Globo, MSG-N, the BBC & BT.

GET IN TOUCH



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