BREAKING NEWS

Remote Editing and Collaboration Across Hearst

How Hearst used the power of the cloud to take their remote video production and collaboration to the next level

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HEARST

Hearst is a leading global, diversified media, information and services company

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Hearst Television is a juggernuaght of the broadcast industry, with ownership in cable television networks such as A&E, HISTORY, Lifetime and ESPN, and 33 television stations such as WCVB-TV in Boston. Their output reaches a combined 19% of U.S. viewers - over 62 million people.

But they had a problem. Storage. One word, lots of issues. Hearst had un-managed, siloed off video storage and assets across 34 different locations. They had no way to track their delivery methods, and were duplicating their work across multiple stations, costing them time and money. To add to the problem, they needed to retain their entire storage infrastructure, so required a platform that could monitor any storage device, from any vendor, in any location.

34
Locations

62+
Million Viewers

19%
of US TV Viewers

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HEARST

How can you take local content and make it global?

How Hearst used the power of the cloud to take their remote video production and collaboration to the next level

The goal for Hearst was connectivity and the end result they needed was comprised of 3 distinct requirements.

1) A system that would enable them to share their high resolution, high file size assets across the full breadth of the United States as quickly as possible.

2) Their existing infrastructure and tool sets were deeply ingrained in to their way of working, and so this new system would need to be able integrate seamlessly with these.

3) As a constantly expanding presence within the broadcast industry, it is vital that any new stations requiring access to the MAM can simply be added without requiring any system downtime.

To achieve this, Hearst faced the almost impossible task of finding a platform that could meet all of the following criteria:

- A private cloud environment
- Centrally registered metadata, accessible from anywhere
- Frame accurate streaming proxies
- Regional auto-branding
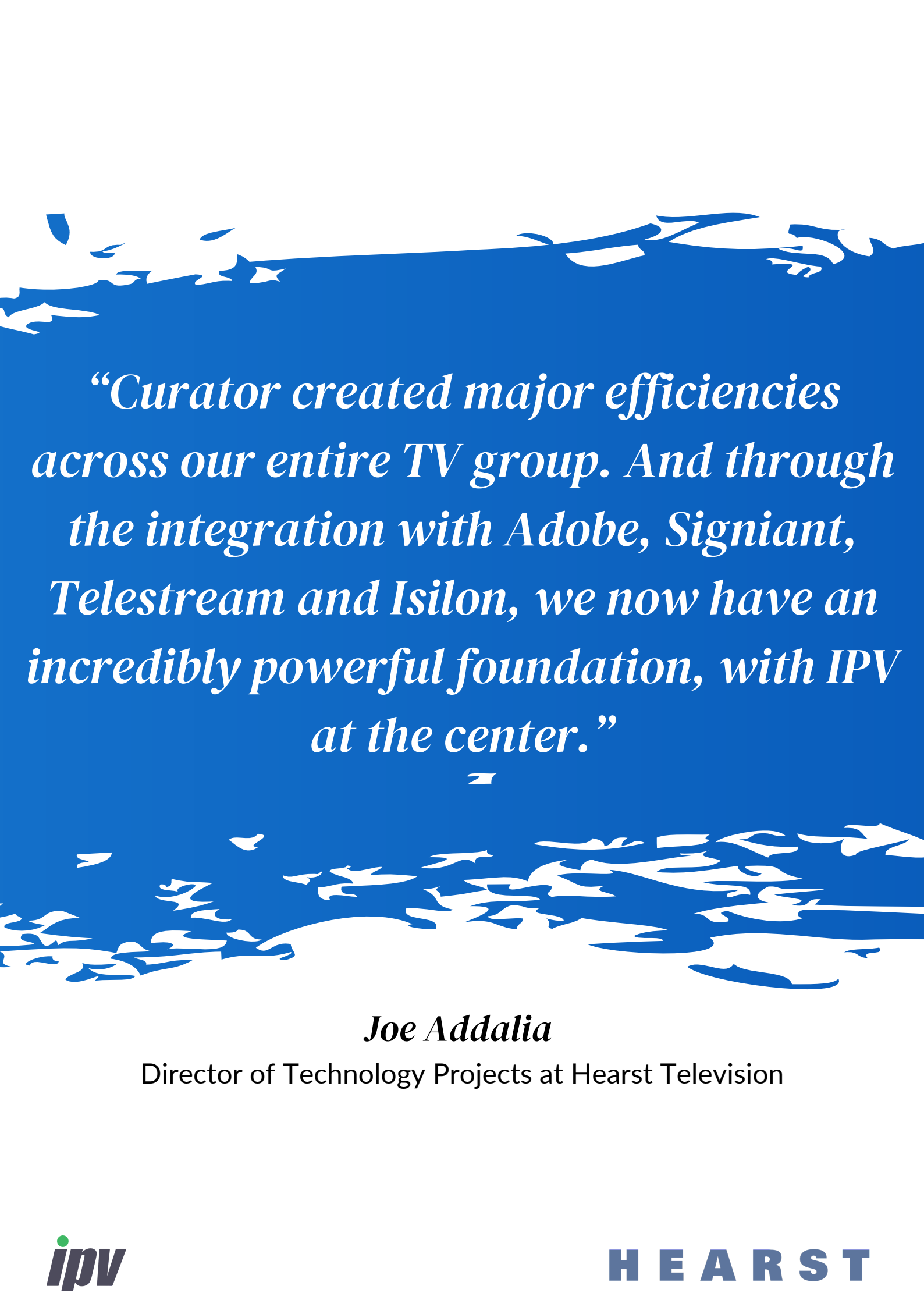- Integration with preexisting systems

Enter IPV Curator

98%
Curator saves Hearst up to 98% of their centralized storage requirements

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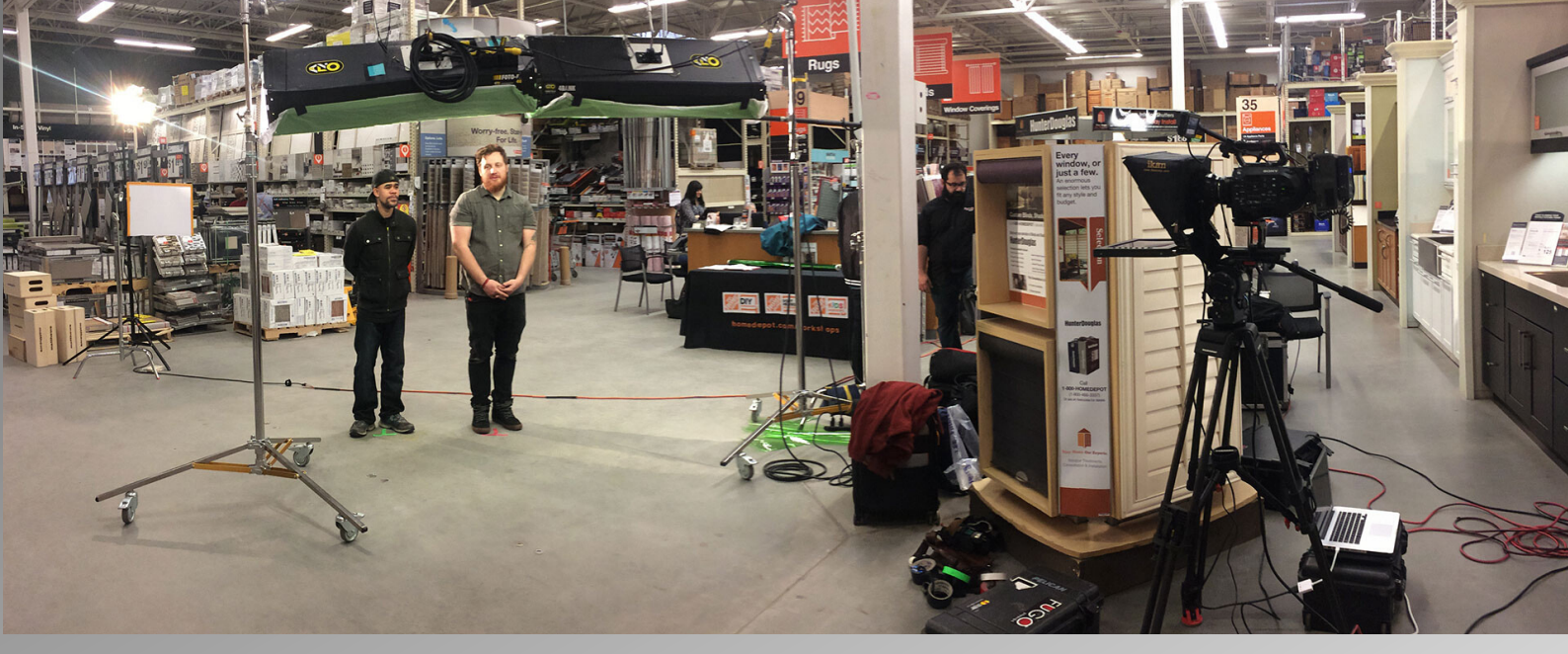**ipv**   **H E A R S T**

"Curator created major efficiencies across our entire TV group. And through the integration with Adobe, Signiant, Telestream and Isilon, we now have an incredibly powerful foundation, with IPV at the center."

Joe Addalia

Director of Technology Projects at Hearst Television

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HEARST

Sitting on cloud nine with remote access and collaboration

How Hearst used the power of the cloud to take their remote video production and collaboration to the next level

Using IPV Curator, Hearst has created an internal distributed Cloud environment where content is ingested and logged locally but made available globally using IPV's advanced search functions. Hearst serves 26 US DMAs (Designated Market Areas) and reaches one in five U.S. households with a mix of local and national news, weather, information, sports and entertainment programming.

Curator's powerful metadata governance engine captures and organizes metadata when added by a user or by one of Curator's many automated metadata extraction engines. By effectively governing metadata, users can successfully search and discover content which meets their needs quickly and easily.

#1

Content is ingested and logged locally but made available globally

#2

Users can successfully search and discover content which meets their needs quickly and easily

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Curator revamped their asset management with a hybrid system, allowing them to securely monitor their on-premises storage infrastructure and centrally register metadata and proxies for every asset throughout the country. Curator's streaming proxy solution saves them up to 98% in centralized storage requirements and enables creative users to find and edit footage without needing to transfer high-res content in advance.

For Hearst, Curator integrates with Signiant to automatically start file-accelerated transfers when high-res is needed, and gives editors the flexibility to request only the sections of content required for their edit. It even auto-tags their footage with regional branding as part of the process, creating efficiencies across both creative workflows and hardware utilization. Metadata became centralized so the way they store and use content became trackable too.

After solving the storage problem, Curator's modular approach enabled Hearst to plug in additional functionality. Curator's A.I. module is next on the list which will give all their users access to speech to text and object recognition metadata to make finding relevant content a breeze, wherever it is.

ipv   **H E A R S T**

The top 5 impacts Curator has had on Hearst as a business

How Hearst used the power of the cloud to take their remote video production and collaboration to the next level

#1 Video stored in the cloud is now accessible by all of Hearst's teams almost instantly, no matter where they are in the world.

#2 The cost of storage - both in terms of financial cost and the space that it takes up - has been dramatically reduced.

#3 The level of collaboration between stations has vastly improved thanks to the group registry of content.

#4 By effectively governing metadata, users can successfully search and discover content which meets their needs quickly and easily.

#5 Curator's seamless integration with third party systems has allowed Heart to make more effective use of their established infrastructure.

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Serious About Video

Curator: The enterprise video content management software built for broadcast, sports & brands

At IPV, we're serious about video; and we're serious about creating innovative ways to help you move, manage and monetize your media. Curator, our world-leading Video Asset Management Platform has been built to help brands like yours create, collaborate and automate more, smarter and faster.

We work with some of the biggest names in broadcasting, sports and retail, simplifying complex digital media production so teams can focus on creating inspiring content – no matter where they're located.