



SIMPLIFYING
VIDEO FILE
WORKFLOW

**Education Seminars on Common File
Specifications for North America**

May 15th, 2017 – Atlanta



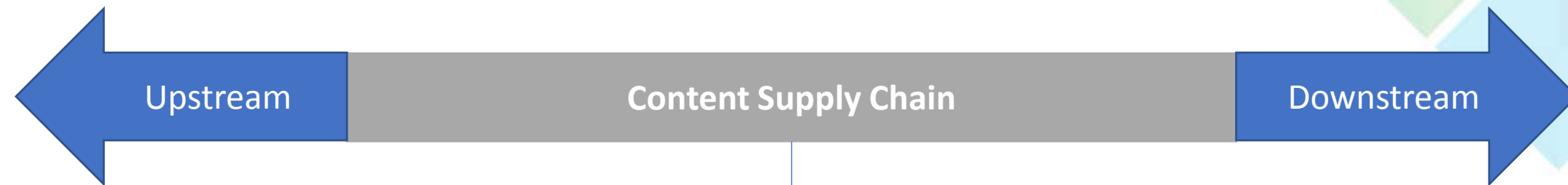


Michael Koetter

SVP, Digital Media Systems
Turner



Content Supply Chain Challenges @ Turner



- Turner Originals
 - Internally Produces
 - Externally Produced
- Acquired Programming

- Turner Linear Master Control
 - C3 VOD
- Non C3 VOD
- EST
- SVOD
- OTT / Direct to Consumer

Where we find ourselves today:



We often find distribution masters out of compliance with our delivery specification.

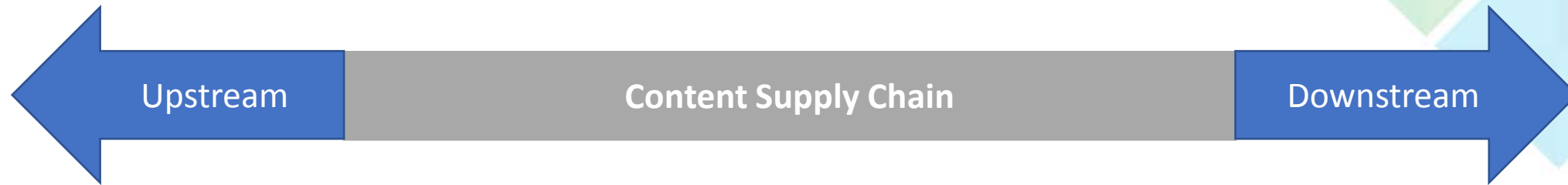
Where we find ourselves today:



We often find distribution masters out of compliance with our delivery specification.

So we fix them in post...

Where we find ourselves today:



We often find distribution masters out of compliance with our delivery specification.

So we fix them in post...

And we create "craft transcodes" to fix their issues...

Where we find ourselves today:



We often find distribution masters out of compliance with our delivery specification.

So we fix them in post...

And we create "craft transcodes" to fix their issues...

And we sometimes let mistakes slip into air...

Where we find ourselves today:



We often find distribution masters out of compliance with our delivery specification.

So we fix them in post...

And we create "craft transcodes" to fix their issues...

And we sometimes let mistakes slip into air...

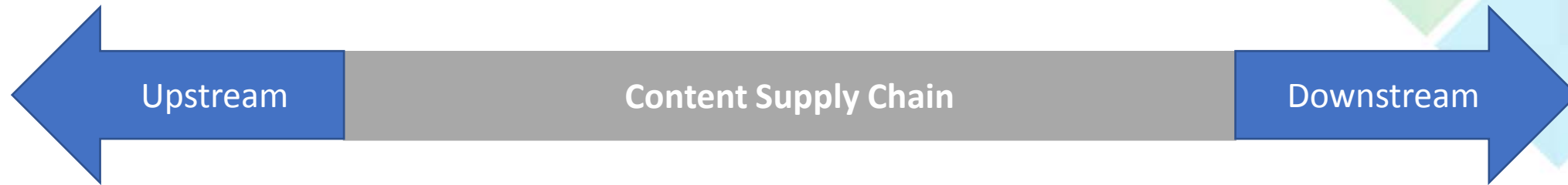
And we get charged re-delivery fees by SVOD companies...

Where we find ourselves today:



We don't have a true master that can service all of our current businesses.

Where we find ourselves today:



We don't have a true master that can service all of our current businesses.

So we endlessly reprocess distribution masters to meet specific requirements...

\

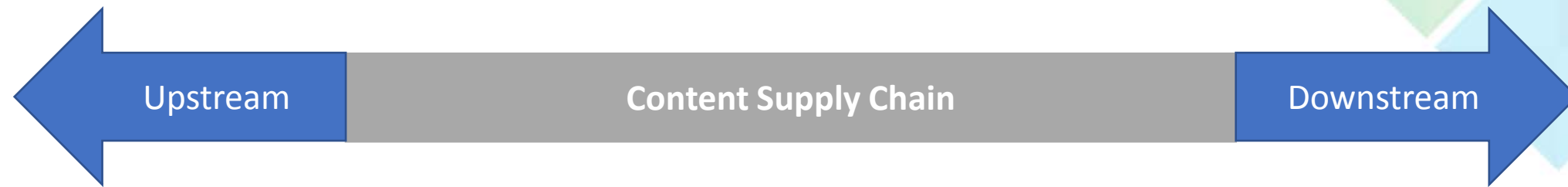
Where we find ourselves today:



We don't have a true master that can service all of our current businesses.

So we endlessly reprocess distribution masters to meet specific requirements...
And we back progressive digital formats out of interlaced air copy...

Where we find ourselves today:



We don't have a true master that can service all of our current businesses.

So we endlessly reprocess distribution masters to meet specific requirements...

And we back progressive digital formats out of interlaced air copy...

And we duplicate systems all over the world to manage regionalized content...

The 8 Wastes of LEAN



The 8 Wastes of LEAN

We have all of them...



Yet still we hope...



Yet still we hope...

**We'd like to higher quality inputs to our supply chain,
with less correction required downstream.**



Yet still we hope...

We'd like to be able to trust our masters enough to fully automate content processing, with few variants in the processing workflows accommodating for inconsistencies in our library.



Yet still we hope...


We'd like to establish a truly global master that can store media efficiently while servicing all platforms, products and markets without rework.





Yet still we hope...

We'd like to produce “play ready” distributions from our supply chain that will be accepted in more monetization systems.





If only there were some solution...

