



# FORBIDDEN

Presentation for the Royal Television Society Colloquium on Cloud Television

## **Workflow implications for broadcast organisations**

14 December 2010



# Forbidden Technologies

- London Stock Exchange flotation in February 2000
- Creators of market leading cloud based video platform

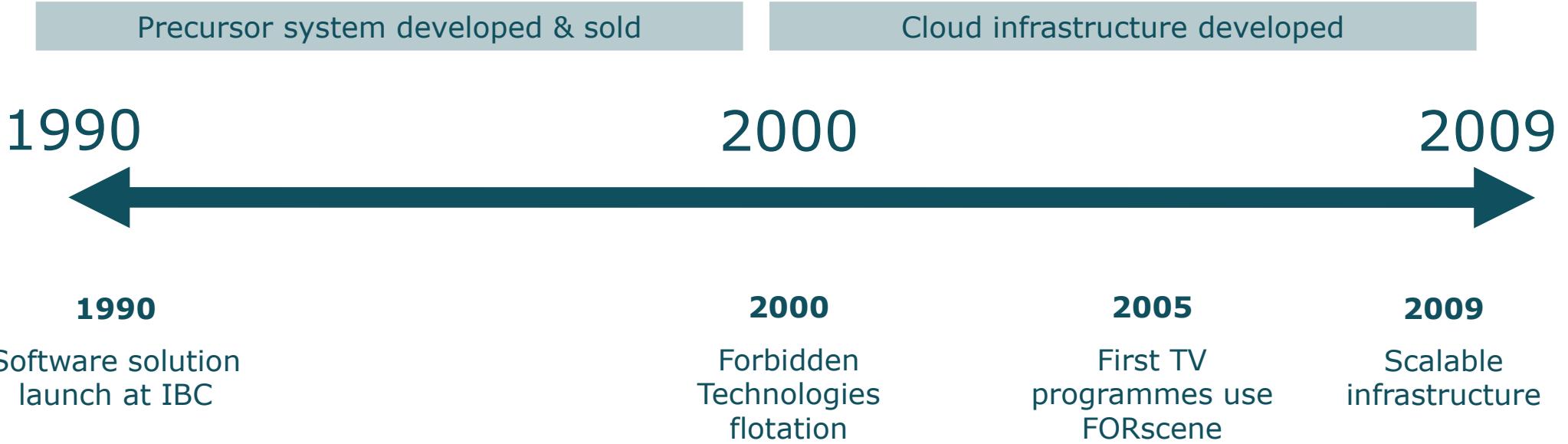


# FORscene

- Cloud video post-production
- Frame accurate access via web browser
- Review, Logging, Editing, Publishing and Hosting
- RTS Award winner 2005
- 1,000,000 hours of professionally shot video by 2010



# History



# Challenges: conservative industry

- 40 years from SD to HD in broadcast
- 1 year in the Cloud (Internet time)
- New workflows



# Broadcasters' concerns

- Browser-based video editing “impossible”
- Feared resistance from IT
- “New workflows” outside comfort zone
- How does it integrate with FCP / Avid?
- Who else is using it?
- Can we trust the Cloud?
- Old way works



# Opportunities: Why the Cloud

- Access from anywhere, any device, any network
- Scalable
- Backups
- Co-operation between multiple suppliers
- Low cost – capital and running cost
- Fragmentation of media delivery is driving down costs
- Ripe for a revolution in workflows

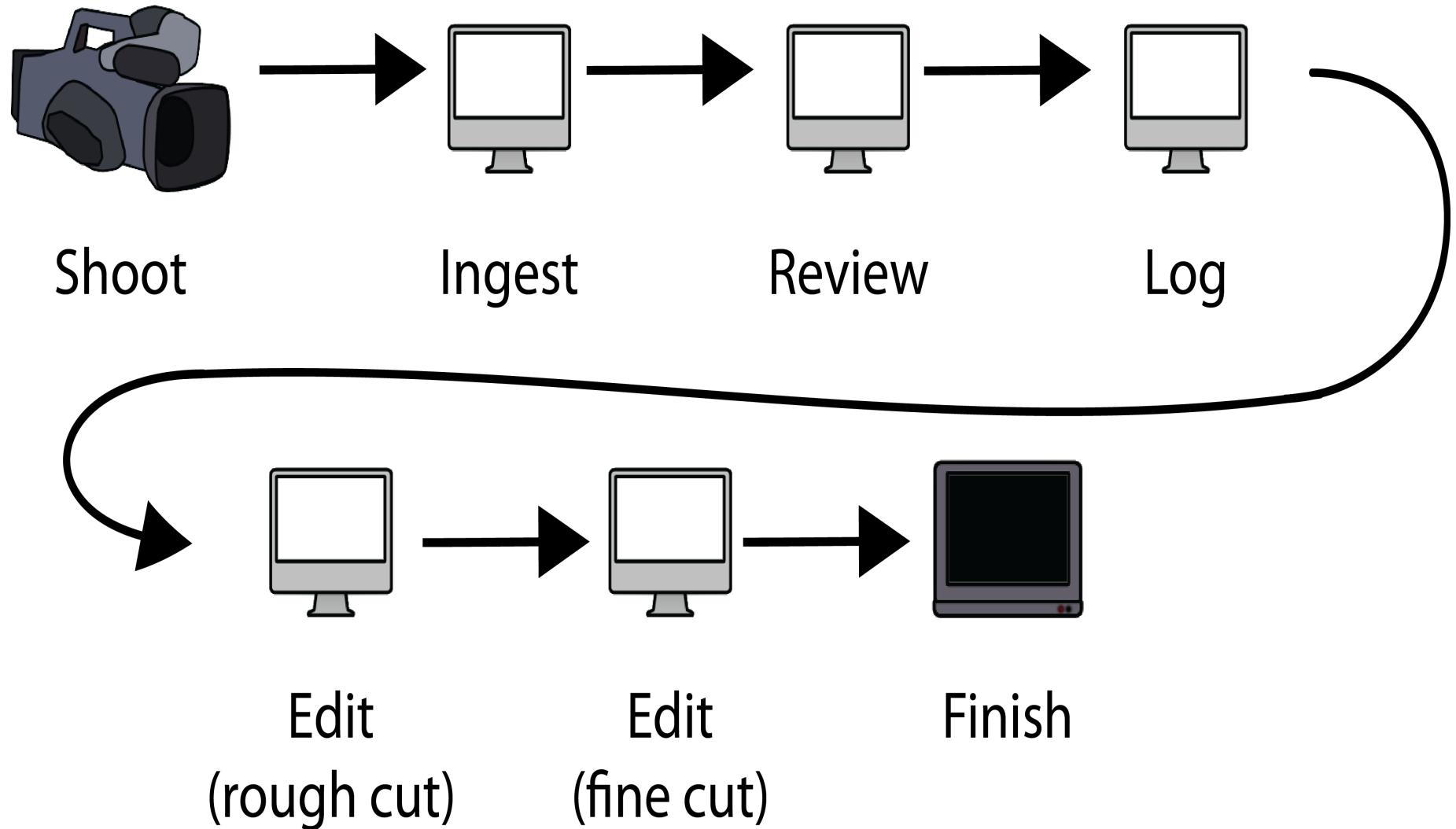


# Cloud post-production objectives

- Manage large amounts of video content
- Use readily available resources
- Integration options with existing systems
- Reliable



# Cloud post-production workflow



# Why review

- Upload once – or already uploaded
- View from multiple places
- Frame accurate comments
- No set up required



# Why log

- For editing:
  - Explosion in amount of shot material (DV)
  - Explosion in number of clips (HD Tapeless)
  - Logging makes editing an  $O(n)$  problem
- For publishing:
  - Metadata allows search and monetization of video

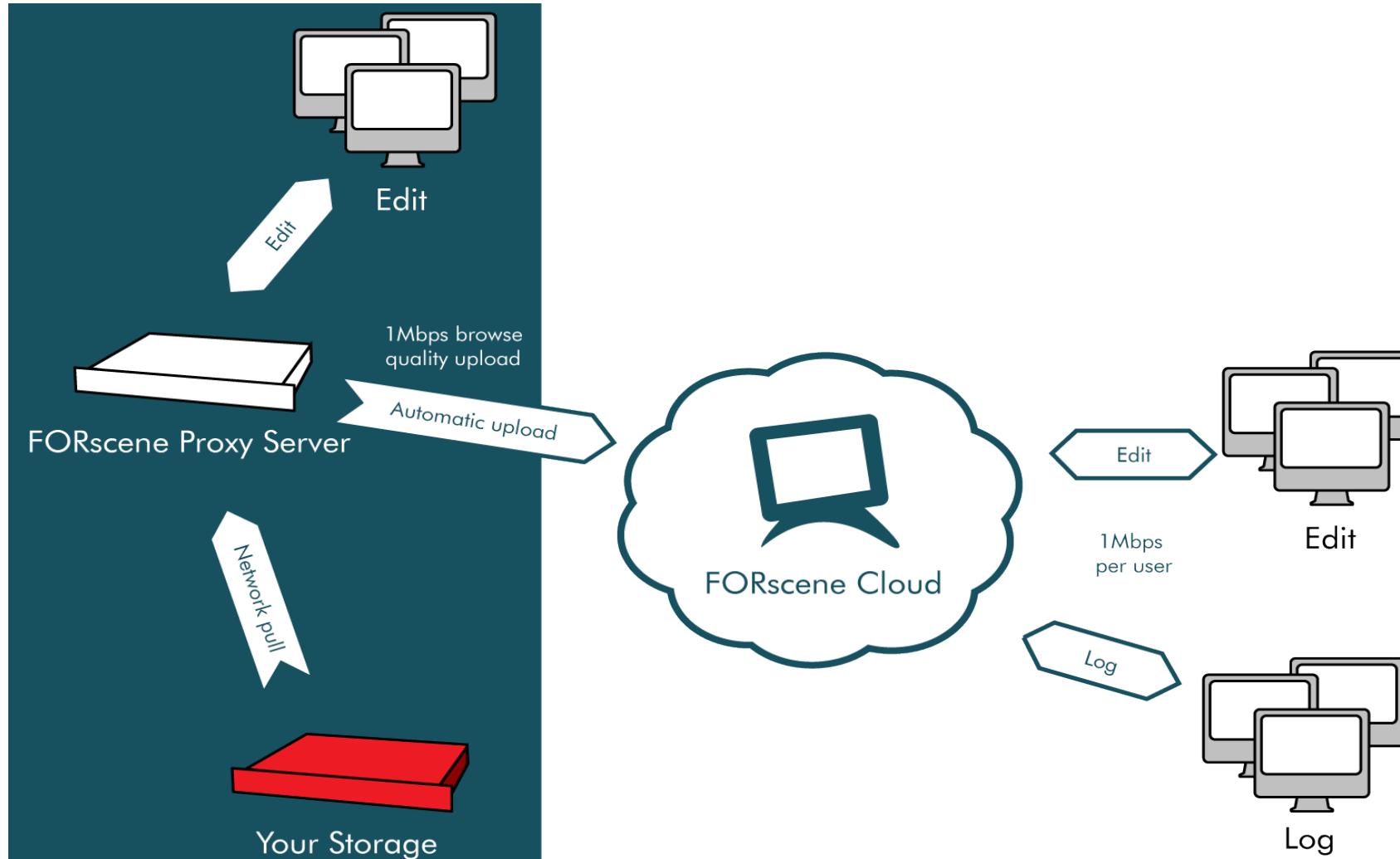


# Why edit

- Saves time
- Saves money
- Works on existing infrastructure



# Broadcast workflow



# Why publish

- Internet distribution is a major growth market
- Efficient integrated workflows
- Metadata for search
- Feedback from users

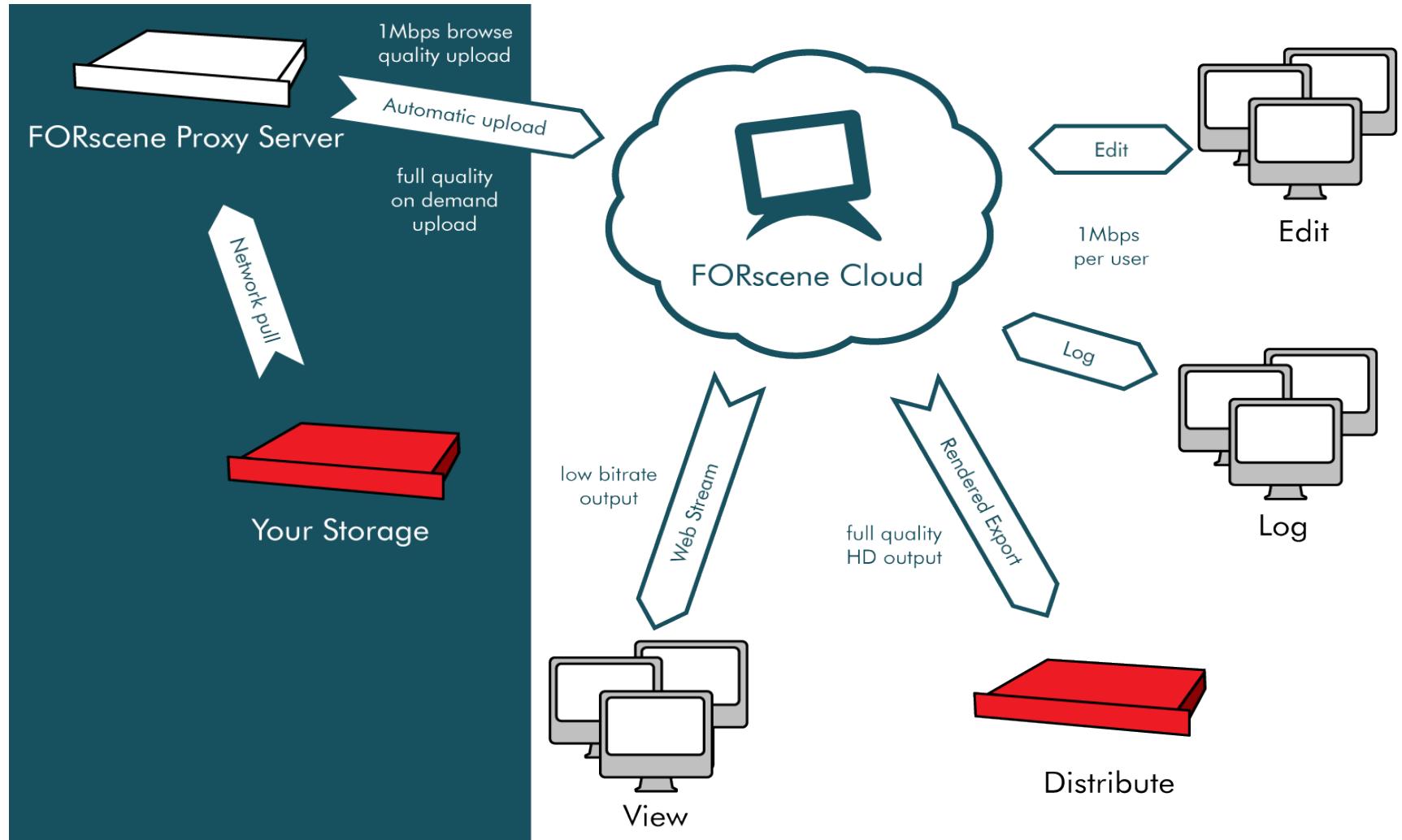


# New distribution platforms

- Multi-device publishing
  - TV
  - Desktop PC / Mac (Web)
  - Laptop (Web)
  - Tablet
  - Mobile
- Limiting factor is culture not technology

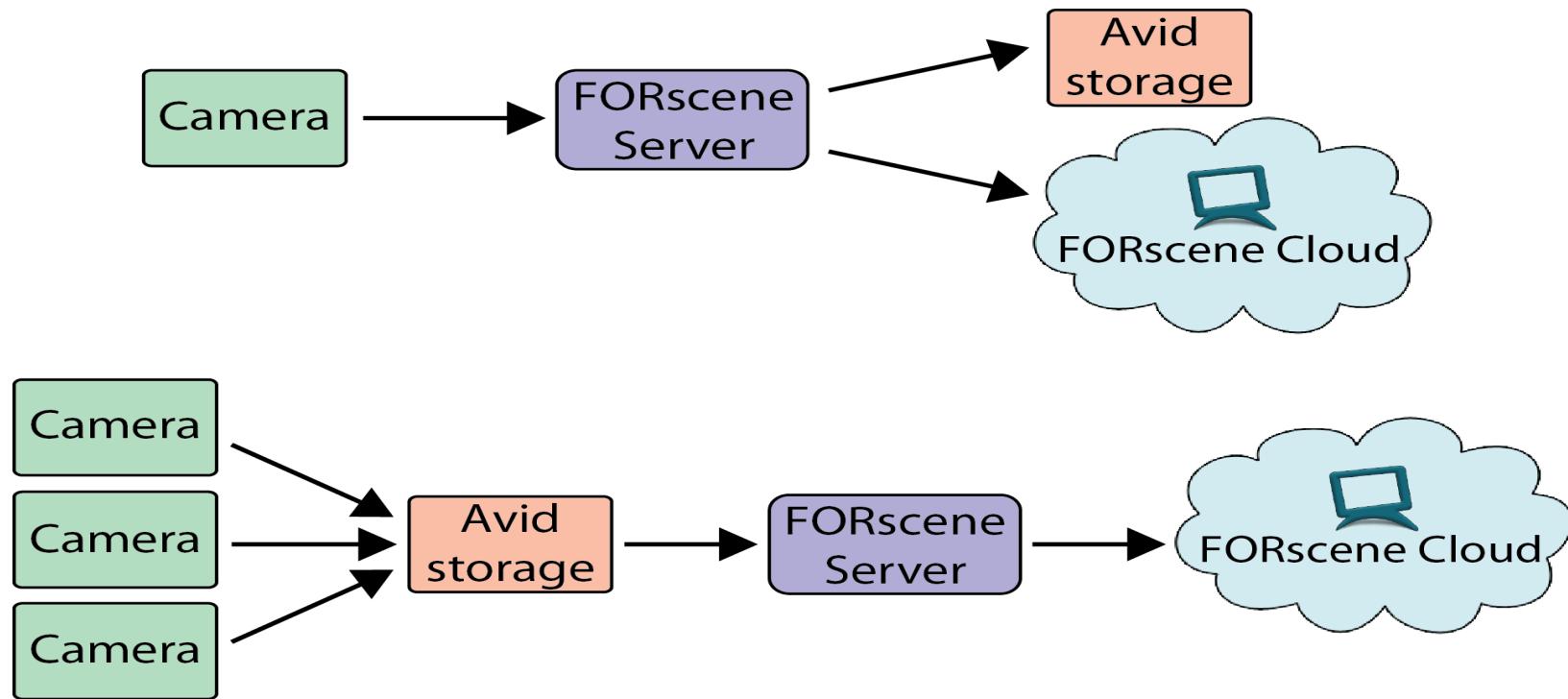


# Web distribution workflow



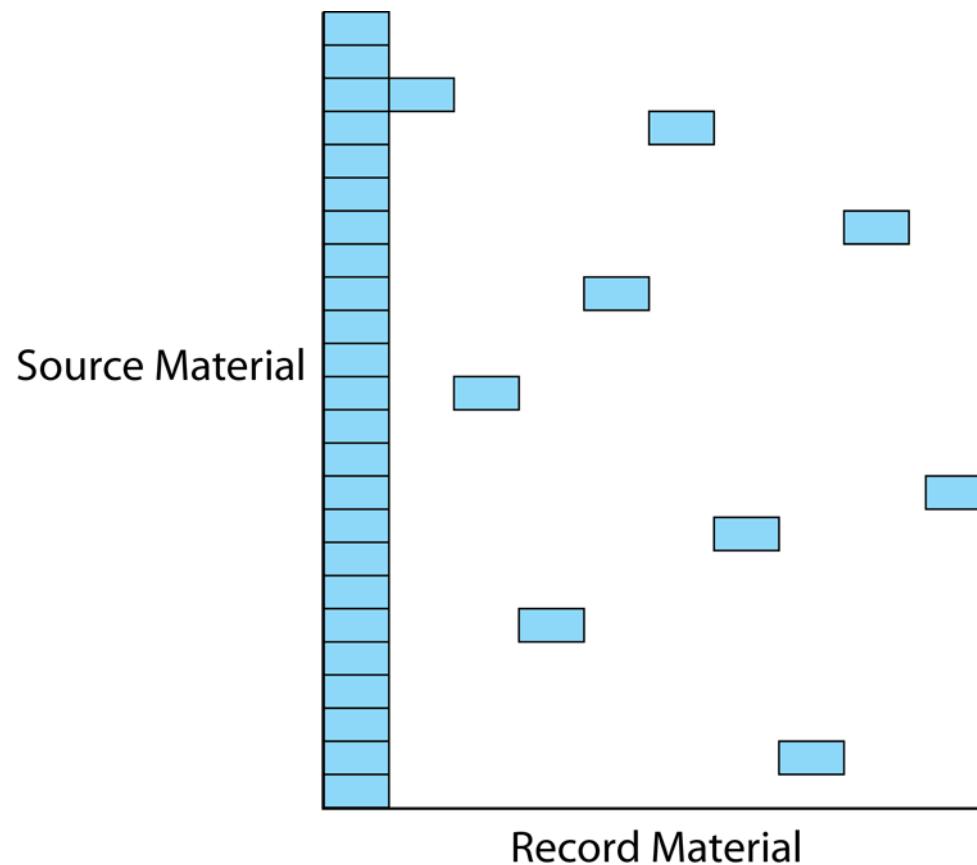
# Cloud post-production optimisations

- Dual ingest / watchfolders



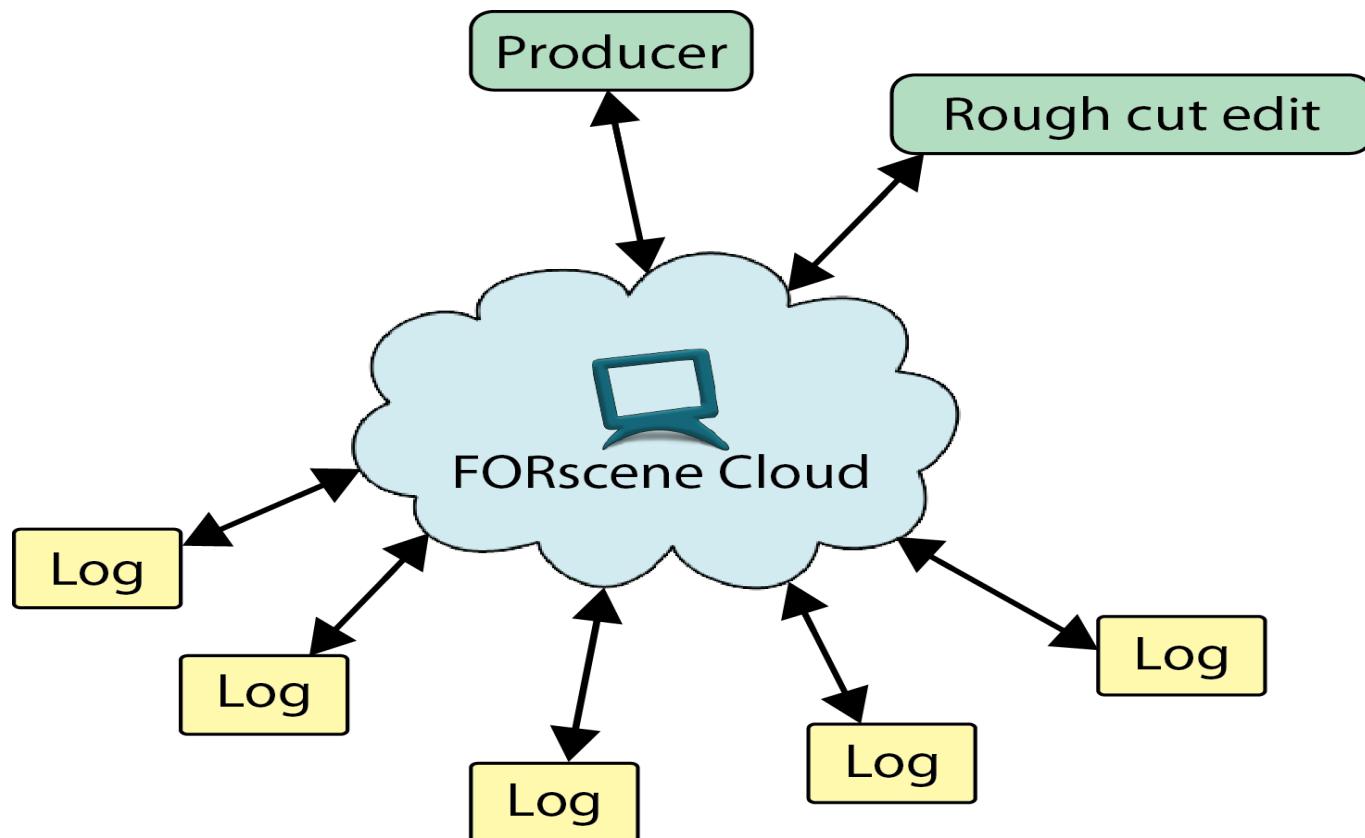
# Cloud post-production optimisations

- Metadata search



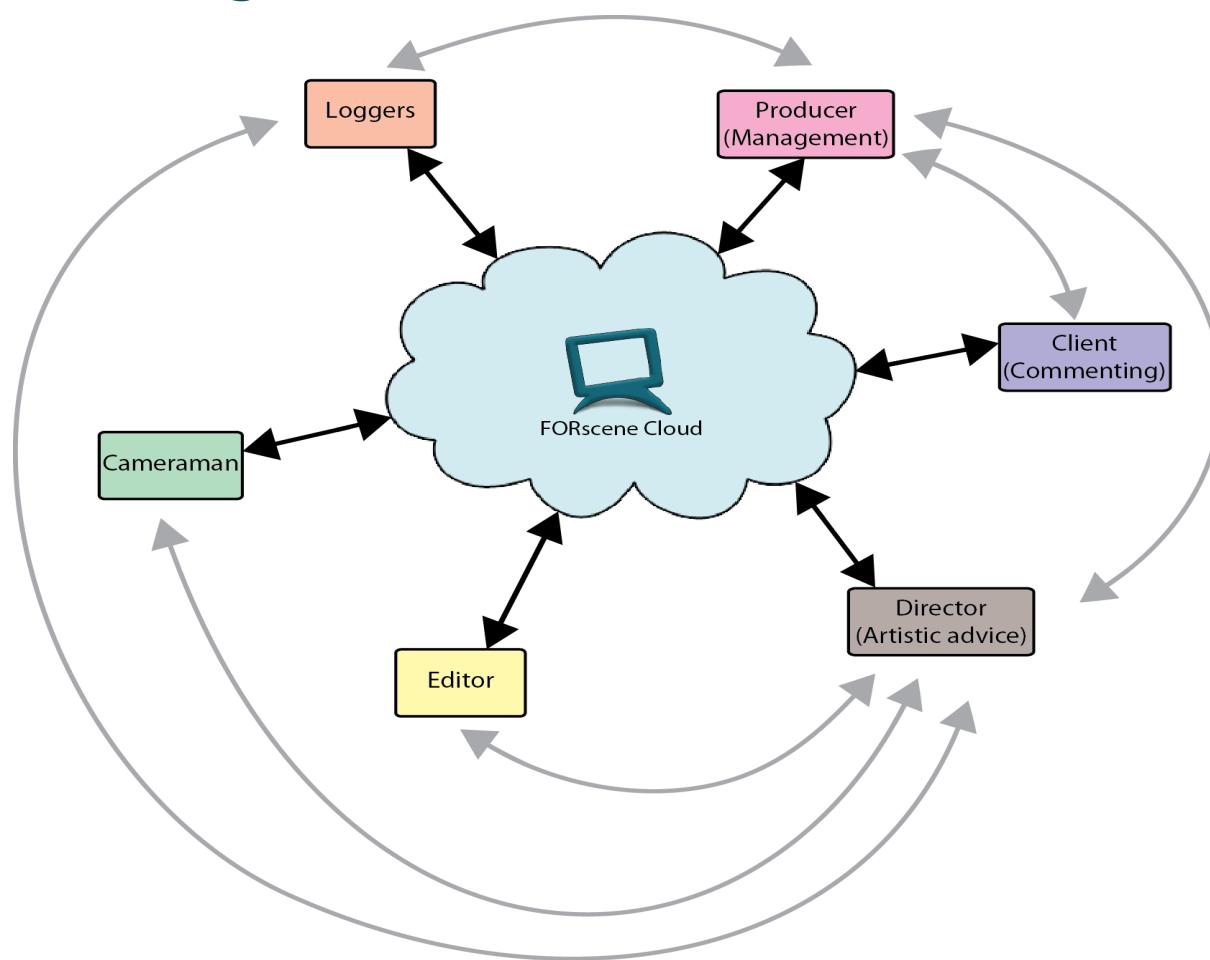
# Cloud post-production optimisations

- Parallel working, particularly logging



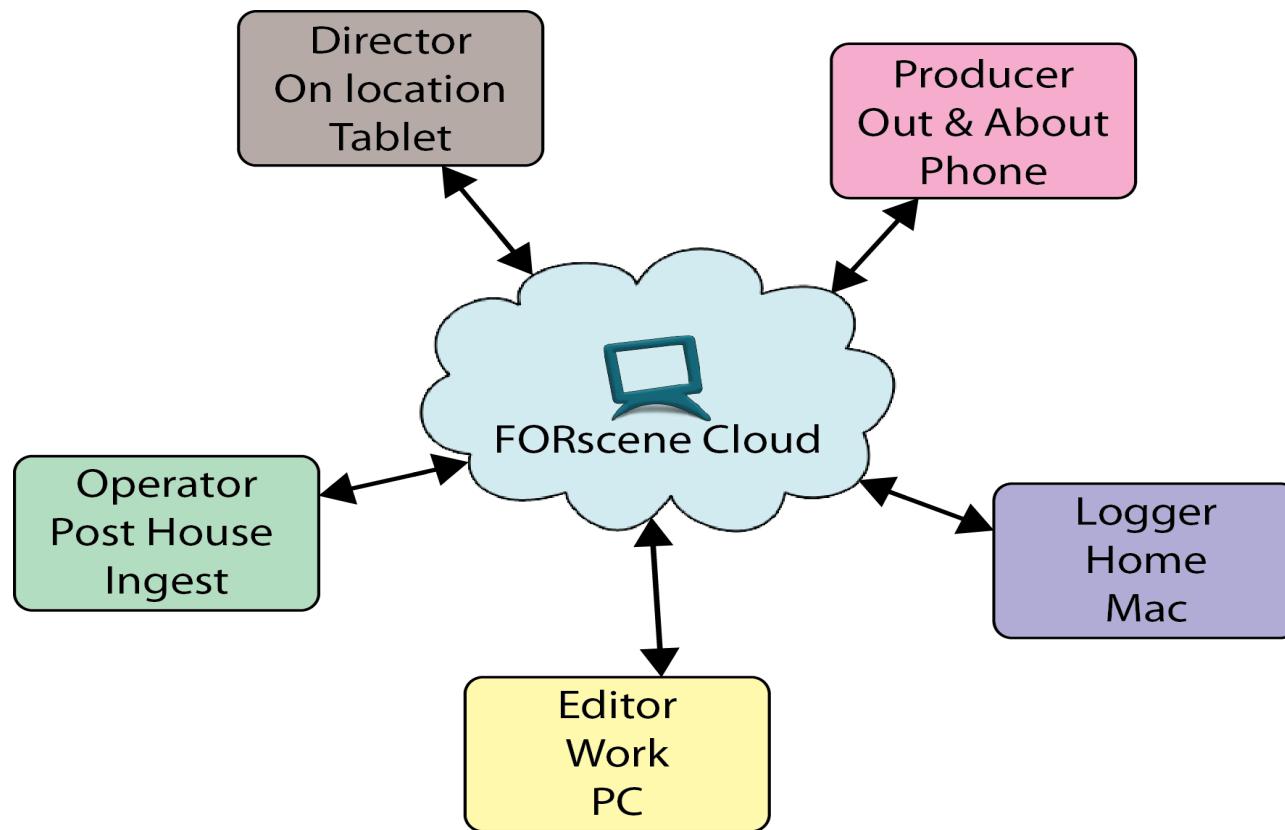
# Cloud post-production optimisations

- Collaborative working



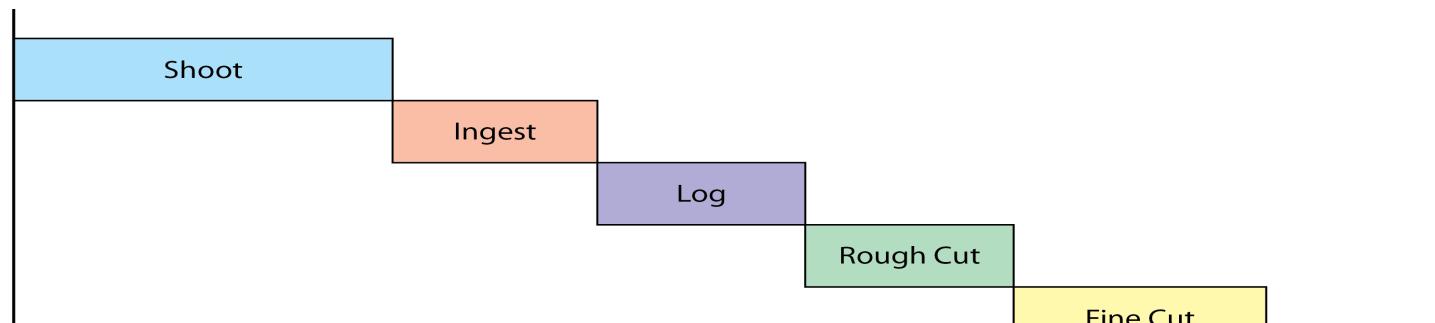
# Cloud post-production optimisations

- Mobile devices



# Cloud post-production optimisations

- Pipelined working



Traditional Workflow

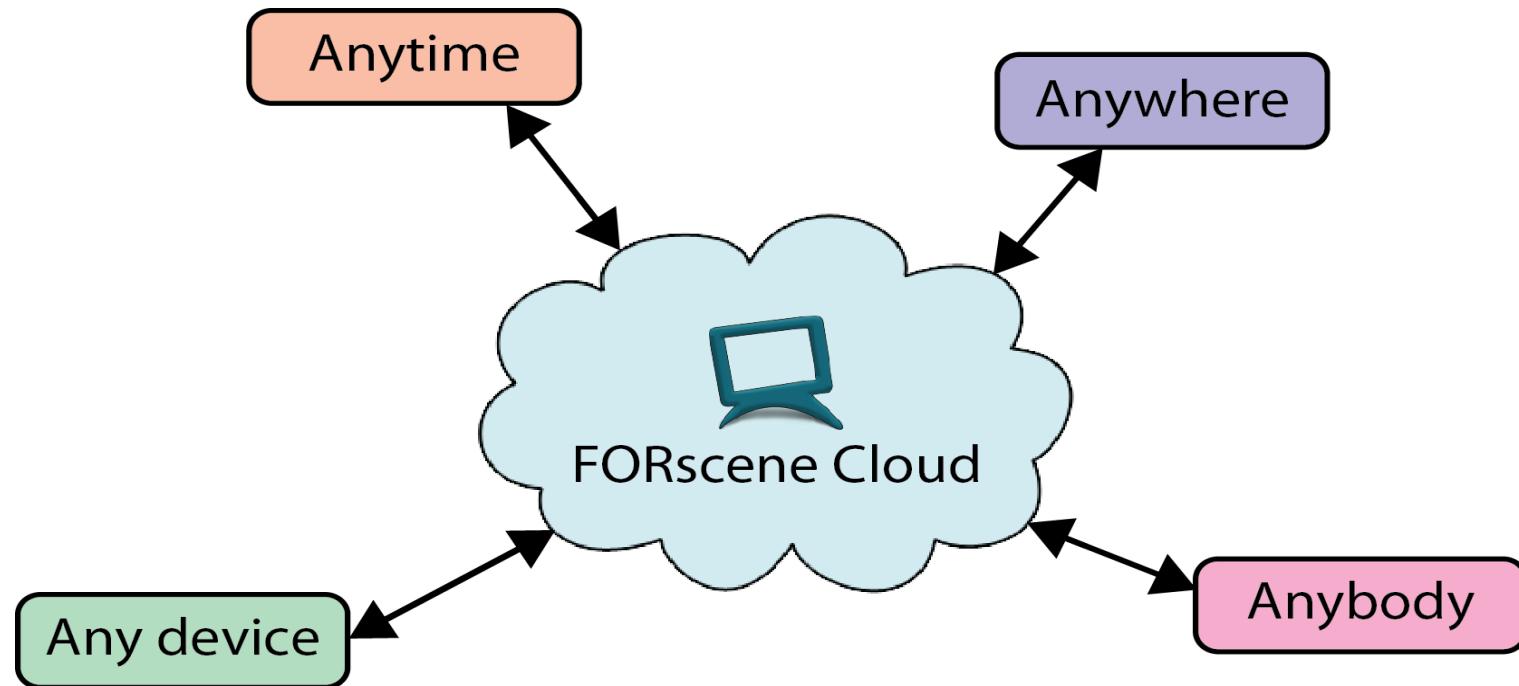


Pipelined Workflow



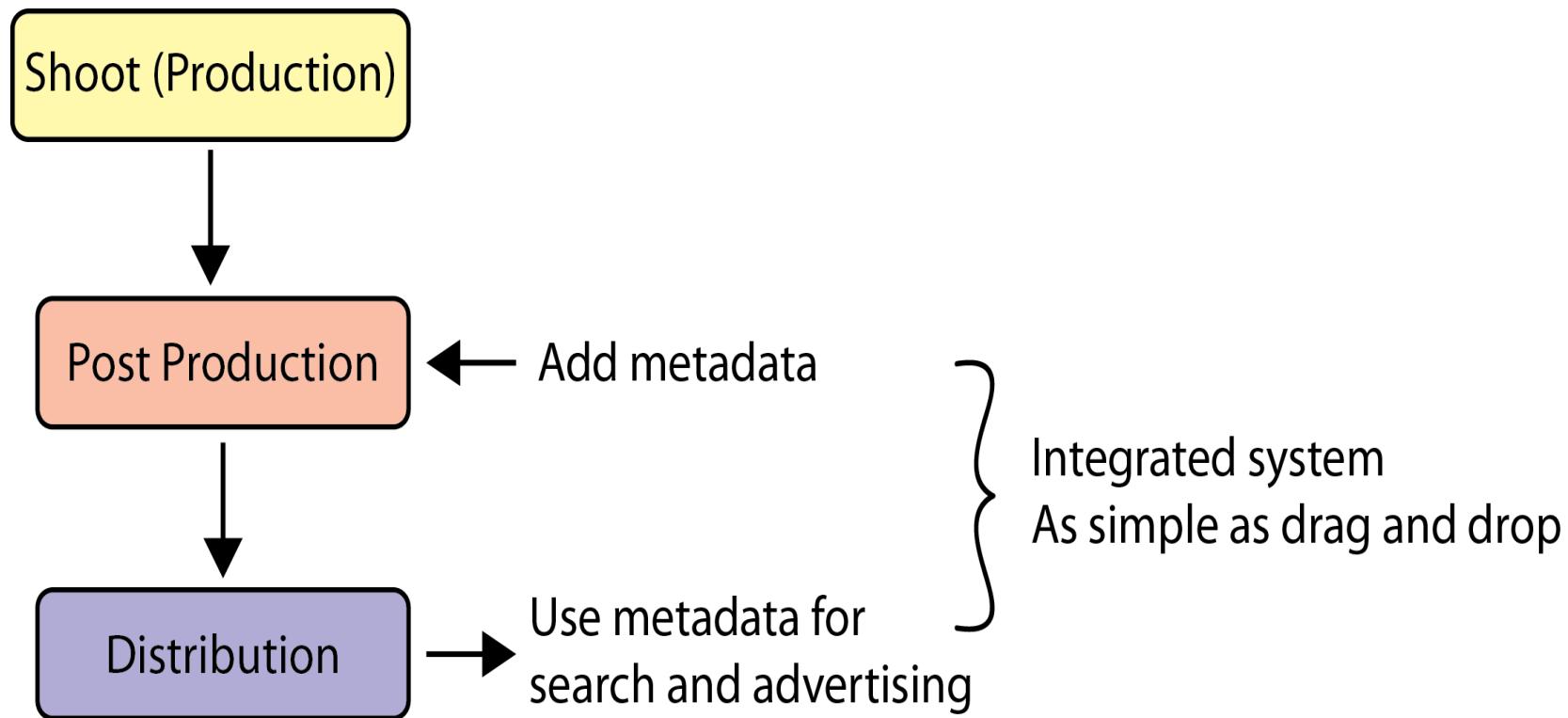
# Cloud post-production optimisations

- Accessibility



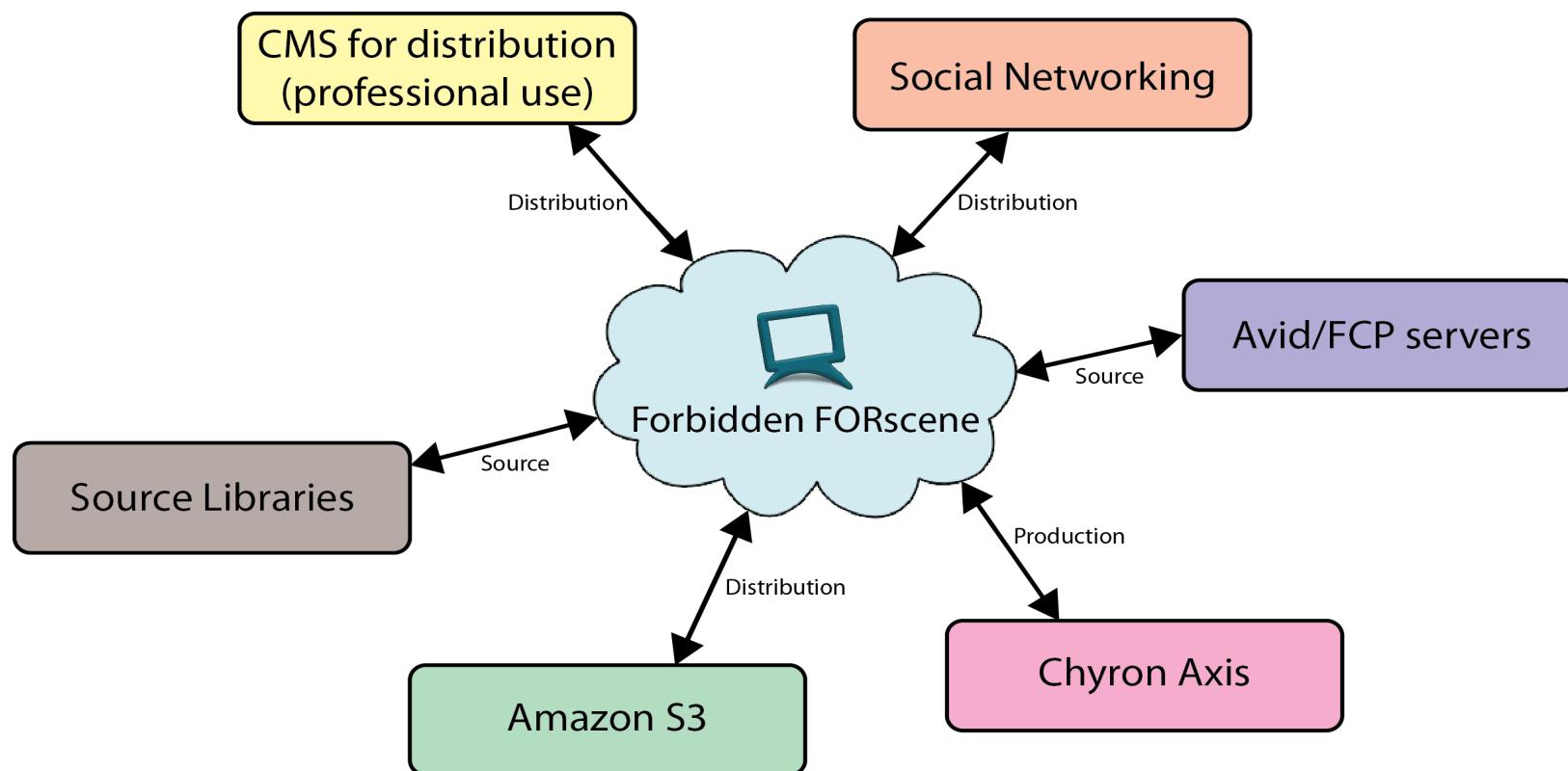
# Cloud post-production optimisations

- Integration with distribution

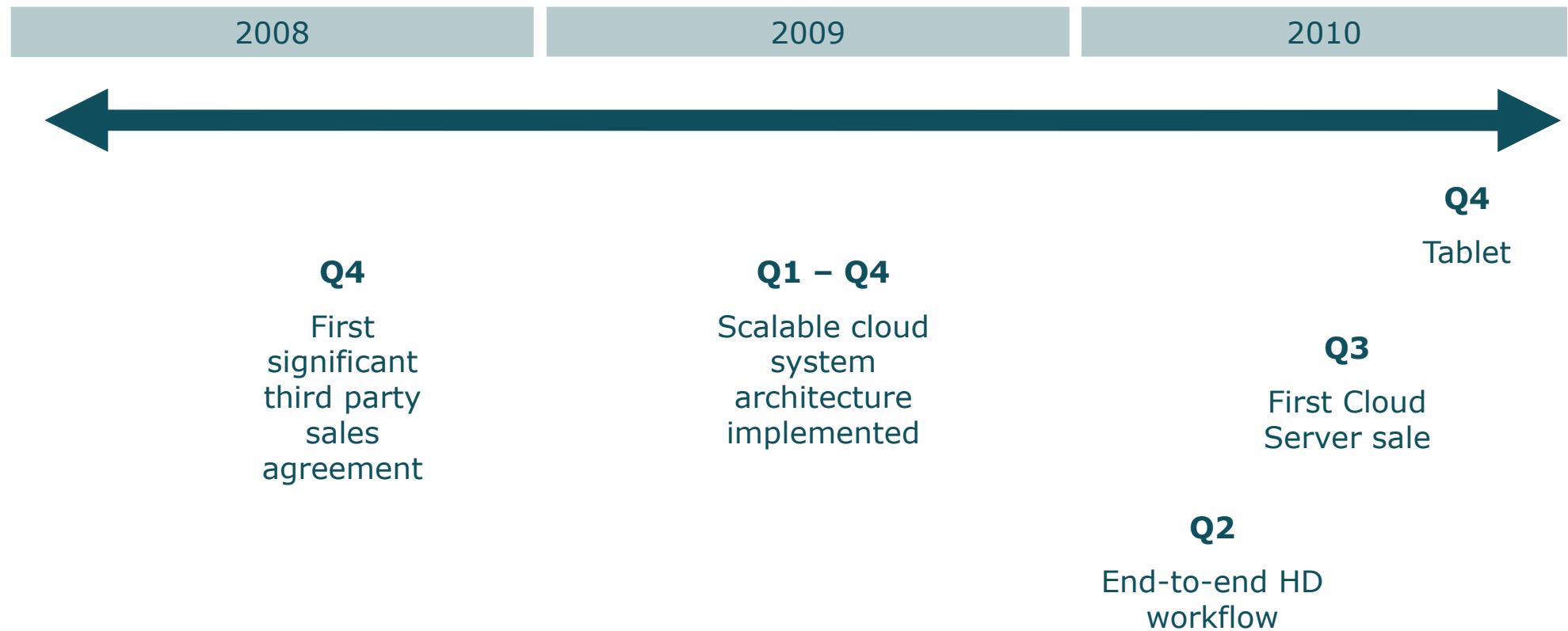


# Cloud post-production optimisations

- Integration with third party applications



# Recent events



# Conclusion

- Cloud post-production is coming of age
- FORscene leads in post-production
- Mass extension to new distribution channels
- Metadata for editing, re-use, advertising

