The Need for Digital Archive and Asset Management

Wendy Aylsworth
Warner Bros.
Burbank, CA USA
Need for AMS & Digi-Archive

- Uses of AMS becoming apparent
- Two example applications
- Cost benefits apparent on surface
- Unforeseen later costs pose problem
- Need for maturity of AMS
- Need for stability in underlying technologies
Asset Management in 3 Flavors

- Production
  - organization of disparate production elements while making a product

- Distribution
  - tracking of product

- Repository and retrieval
  - organization of selected master elements for repurposing
Pros/Cons of Small AMS

- Faster implementation
- Keeps apace of technology changes
- More rapid cost savings
  - Interoperability with other small systems
  - Small incremental cost savings rather than large lump savings
Current model

- Movie for theater
- Movie for PPV
- Movie for VOD/VHS
- Movie for airline
- Movie for DVD
- Movie for TV/DTV

- Fiber cloud via Cable head end / TV station
- Fiber cloud via satellite
- Fiber cloud via FedEx

- User computer
- Manufacturing plant
- Plane
- Hotel
Production model now

Movie for theater

for TV/DTV

for PPV

for VOD/VHS

for internet

for DVD

for airline
Production model now

- Movie & ....
- trailer
- poster art
- box office stats
- one foreign language track

Format → Edit → Compress

Author → Master to library → Metadata packaging

Copies to distribute for VOD
Production model future

Movie & ....
trailer
poster art
box office stats
foreign language track
sound tracks
star photos
TV promos
dubbed versions
outtakes

Digital library master

Format
Compress
Edit
Author
Metadata
packaging

Create a copy to ship for VOD
Change in Production Philosophy

Now
- Gather master components for a product
- Edit & compress
- Distribute copies
- Save the master

Future
- Aggregate master components for all products
- E & C for each product
- Distribute copies
- Save EDL/C for each product with master

One master with EDL/C info
Distribution model now

for DVD
for TV/DT
for PPV
for VOD/VHS

for internet
via fiber cloud
via FedEx
via satellite

Viewer stats returned manually
Distribution model future

Digital library master

Create VOD
Create TV
Create Internet
Create VOD

Calculation delivery method based on size, deadline, end bandwidth, and queue

Add rights info and return stats

Viewer stats electronically

via fiber cloud
via satellite
via FedEx
Change in Distribution Philosophy

Now
- First determine distribution method
- Create distribution copy
- Distribute & track mostly physical items
- Track rights manually

Future
- Determine destination bandwidth & deadline
- Calculate distribution path
- Distribute & track fewer physical items
- Track rights digitally

Streamlined and faster distribution
What are the challenges?

- Money
- Interoperability among AMS systems
- More money
- Long-term digital archival solutions
- Even more money

Not rocket science - just need $$
Interoperability

- Asset Mgmt Systems abound
- Closed systems with data imports
- Import/export complex and unreliable
- Need programmers to create import/export programs

Need interoperability standards

Need user tools to define interoperation
Digital Archive Masters

- Lots of physical media that change rapidly
- Lots of software archive programs that change even faster
- Lots of video and data formats
- Lots of application programs that change the fastest

Need standards on media/sw/formats
Applications abound for AMS

Basics available, but maturity needed

AMS interoperability standards

User-defined interoperability

Archive technology standards
Wendy Aylsworth
Warner Bros.
Burbank, CA  USA