The Need for Digital Archive & Asset Management

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Programming assets at Turner today

• 250,000 Reels
  • For 17 Feeds
  • 6 Networks
  • Shared Titles
  • Content differences
  • Target Audience
Example

• The Dirty Dozen

• Licensed by all Domestic Networks/LA
  • 36 Current Versions
    • Running Time/3-11 Breaks
    • Host Dialogues, Letterbox Versions, Language Tracks
  • Asset Management
    • Physical Handling Products
    • Information Management
Inventory Challenges

• 1,000 Video Tapes per Day
  • September (47,000 Tapes)
  • Elements, Misplaced, Lost
  • Tape Format
  • D2
Inventory Challenges

• Obsolescence Status Class 2
  • EN (endangered)
  • Tape: still available
  • Playback equipment: no longer manufactured. An end-of-life item, still supported but due to cease within 7 years from discontinuation.
  • Signal format: to become outdated

Alternative Approach

• Digital Archive
  • Cost of New Masters Prohibitive
  • Difficult to Re-create all Versions
Information Challenges

• Right Version, Right Movie, Right Time
  • Oz System
    • Capabilities:
      • Release Year
      • Producer/Director/Actor
      • Closed Captions/Subtitles
      • Lexicon/Black & White
      • Last Airing
  • 70-Plus External Databases Used
Moving Forward

- Digitize all Content
- Require Digital Masters
  - Digital Delivery Support
    - Annotation
    - Keyword Search
    - Audio/Video Logging
    - General Re-purposing
- Technology Forces
  - e-Commerce, Interactive Video
  - Web Commerce
Where We Are

- MAM RFP to the Industry
  - No Proposed Solution Fulfilled our Requirements
- Continue to Monitor Industry Developments
- Continue to Work with Network Clients
  - Business Drivers
  - Define Issues & Product Capabilities
  - Stabilize Oz
  - Data Reconciliation
Final Answer...

• Great Need for Digital Archive
• Demand Support for Air Requirements
  • Dying Format
• Future Digital Infrastructure
• Continue to Work with Network Clients
  • Format with Longevity
  • Support Future Core Business Drivers
  • Partnerships in New Digital World