Implementing a Cloud-based Newsroom

Manuel Minut, Avid Solution Specialist
The way things used to be...
Industry Dynamics

Demand for more content on more screens

- 4K
- 3D
- MPEG 2HD
- H.264
- IMX 50
- IMX 30
- AVC-Intra
- XD Cam
- DV25
- DV50
- XAVC
- AVC Ultra
Industry Dynamics

Managing and protecting a growing number of media files
Industry Dynamics

Changing business models
Customer Needs

Deliver higher quality, inspiring content
Customer Needs

Integrated workflows and seamless, faster collaboration
Customer Needs

Optimize media asset value
Avid Everywhere – The Path Forward
Avid MediaCentral Platform Topology

Platform-connected clients
- Media Composer
- Pro Tools
- Sibelius
- MediaCentral | UX (Web)
- MediaCentral | UX (Mobile)
- Third-Party

Platform-connected systems
- Interplay | Production
- Interplay | MAM
- Interplay | MAM
- iNEWS
- Media | Director
- Third-Party

FOUNDATIONAL SERVICES
- Identity
- Collaboration
- Resource Management
- Accounts
- Delivery
- Asset Journal
- Notification
- Chat
- Asset Journal
- ... (omitted)

MEDIA SERVICES
- Transform
- Metadata
- Media Index
- Media Engine
- Render Service
- Video Analysis
- Watermarking
- Third-Party
- ... (omitted)

FUNCTIONAL SERVICES
- Pro Tools Collaboration
- Marketplace Publishing
- Sequence Editing
- Asset Logging
- Asset Sharing
- Story Editing
- Review & Approval
- Third-Party
- ... (omitted)
Augment On-Premise Workflows with the Avid Cloud

Private cloud
Media production workflows

Public cloud
Augmented workflows & marketplace
Mobile journalist tools

Access your newsroom anywhere using native mobile apps

- Create and edit news stories
- View and play sequences associated with news stories
- Keep everyone in sync
Mobile Ingest
Web-based Unified Experience

Fast, collaborative media production
A Closer Look

Unified Experience
- Single Log On
- Messaging
- Newsroom system
- Production system
- Video Editing
- Audio Editing

Customize for Roles
- Configurable panels
- ActiveX plug-ins
Multiplatform Distribution

Deliver Content Across Multiple Platforms
Indexed Searching (within web-based user experience)

Search

Enhanced messaging

Easily find and access assets across multiple workgroups
Multiplatform Distribution
Web-based Production
Remote Production

Work more efficiently through remote collaboration
Cloud Collaboration

- An option that allows editors to playback media from and upload media to a facility
- Gives editors the freedom to work from every location where stories take place
- Gives facilities the freedom to work with talent best suited for a project and to accelerate schedule
- Familiar user experience and editorial toolset
Cloud collaboration allows users to mix local and remote media in the same edited sequence.

Clips and final sequences can automatically be uploaded to main facility – even while editing.

Remotely download high-res media from facility.

Edit clips locally without a connection to the production system.

Send finished sequence to a remote video server for playout.
1. **MediaCentral Player** – provides media images and sound to AMA playback plug-in

2. **AMA Playback Plug-In** – receives images and sound to display within UI

3. **Media Composer** – user interface and features; communication to Interplay environment

4. **Interplay | Production client components** – services: transcode, delivery, etc.

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**4 Primary Components**
Closed Captions Support in Unified Client

- **Import**
  - Extract existing CC data for editing internally

- **Display**
  - Closed captions in Player and dedicated pane

- **Create and modify caption data**

- **Realignment and position or fit timing**

- **Export repackaging data into desired format**

- **Send to play out**

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A small plane goes down in a field near Bigsby.---

- Male voiceover:
  - "A small plane goes down in a field near Bigsby."

- Female voiceover (no text visible)

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- Import:
  - Extract existing CC data

- Display:
  - Closed captions in Player and dedicated pane

- Create and modify caption data:
  - Create and modify caption data

- Realign and position or fit timing:
  - Realign and position or fit timing

- Export:
  - Repackage data into desired format

- Send to play out:
  - Send to play out
Complete mobile journalist toolset
Unified Platform

Avid MediaCentral Platform
Avid Everywhere

Unify the production experience

Connect everyone, everywhere

Get to any screen faster