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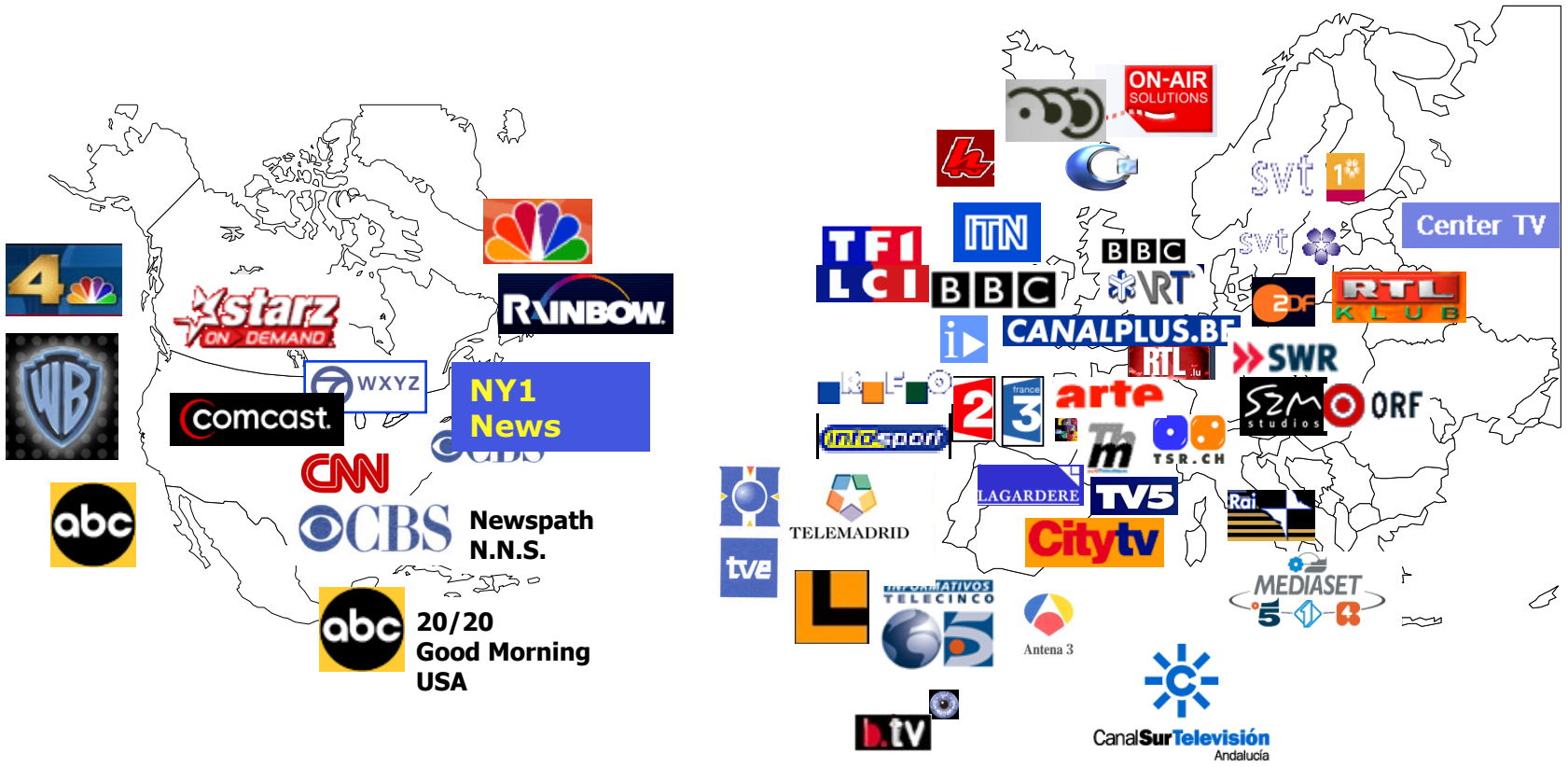
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1. Methodology

- **Analysis of the principal references of the major market suppliers**
 - **Content management software:** Dalet, Artesia, Blue Order, Harris-QDI, Ark-e-Media, IBM, Omnibus, Pharos, Sony, Virage (Autonomy), Ibis, TMD, Bulldog (Documentum/EMC2), SHS, Keyvia, Ascential, Convera, eMotion, Dixon Sports, Teamsports (Pinnacle), Kinomai, Orad
 - **Servers et SAN (Storage Area Network):** Avid, EMC2, EVS, Leitch, Pinnacle, Omneon, Panasonic, Quantel, Seachange, SGI, Sony, Thomson (Grass Valley).
 - **Mass Storage:**
 - Robotic library systems: Adic, Ampex, IBM, Sony, Storagetek
 - HSM (Hierarchical Storage Management) systems: Avalon/EMC2, Front Porch, IBM, LSI, SGT, SHS, Sony, Veritas.

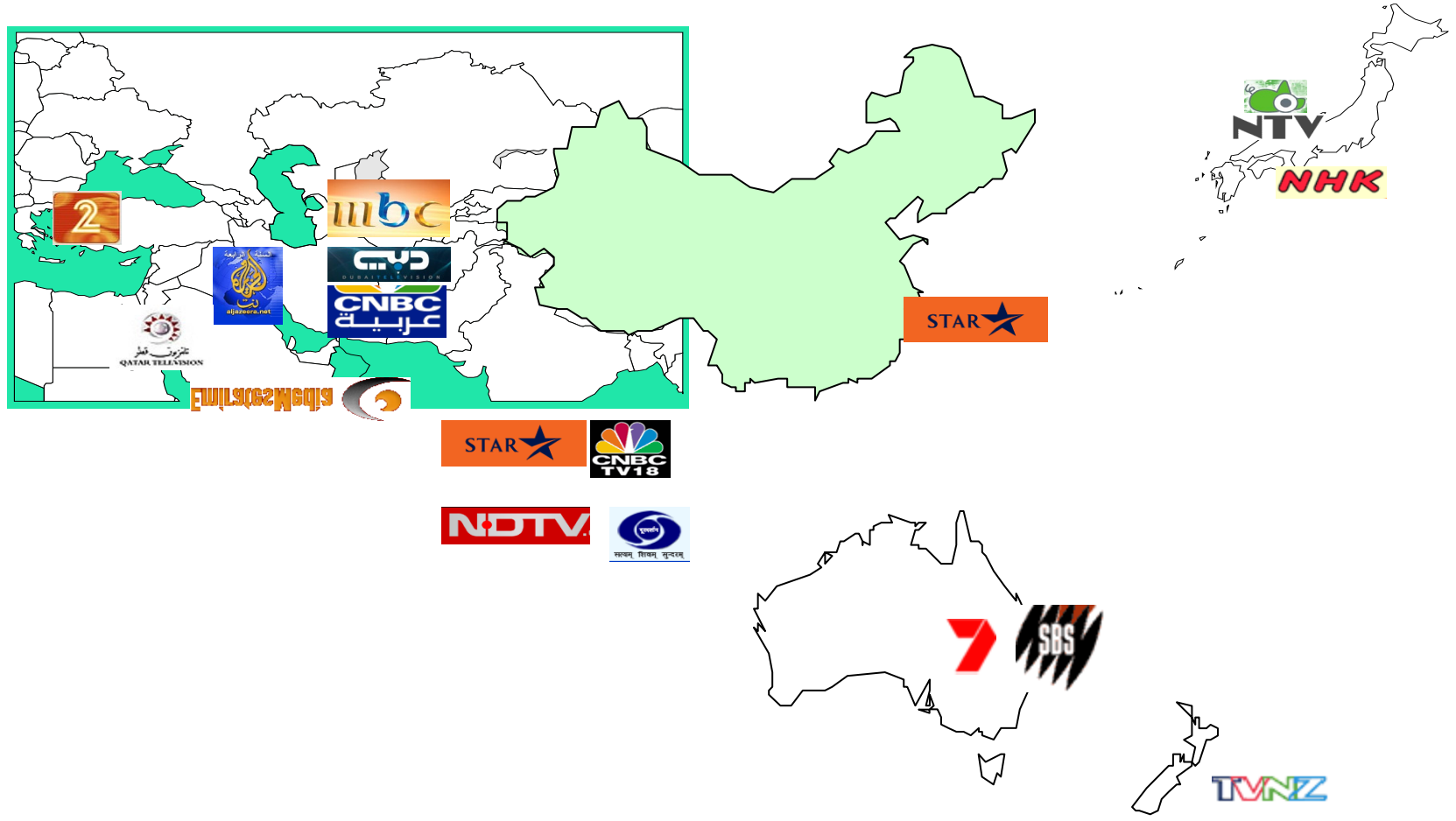
2. Sites visited and people met

- Sites visited: 60 television stations



2. Sites visited and people met

- In Asia and the Middle East**

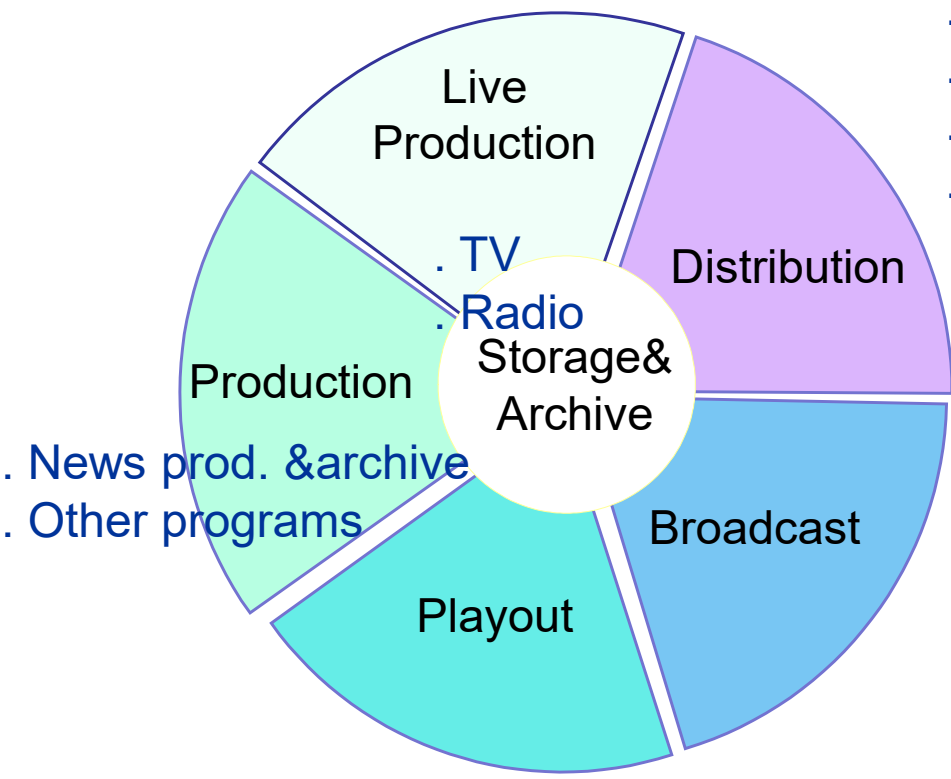


3. Results: Inventory of existing DAM applications

- An extraordinary diversity of and MAM applications**

Live sport production

Digital platforms



- . Distribution
- . Production
- . Commercials
- . Music

Storage & Archive

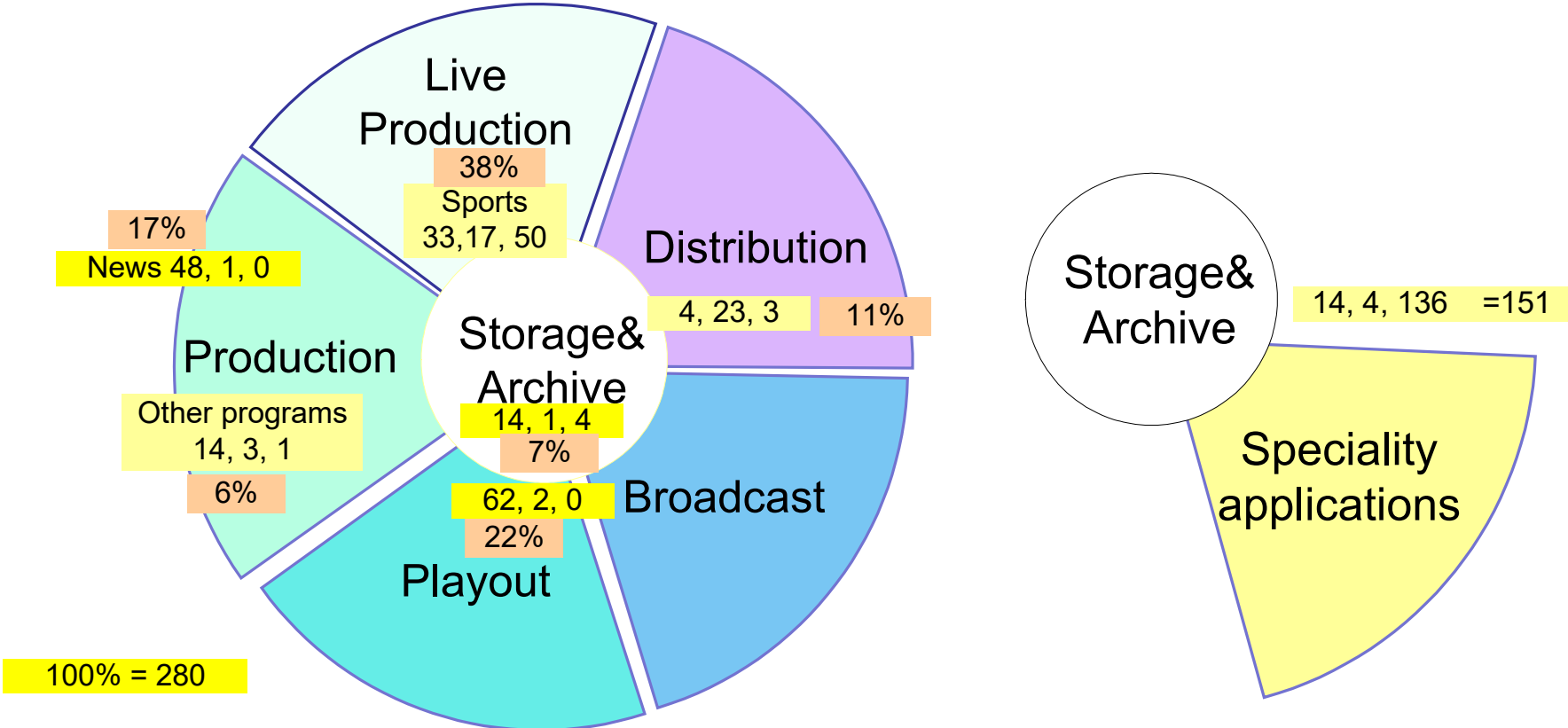
Speciality applications

- . Defence & police
- . Marketing repository
- . Web portals
- . Parliament platform
- . University platform
- . Sport video coaching
- . Big screen

- . Playout center & archive
- . Commercials playout & archive

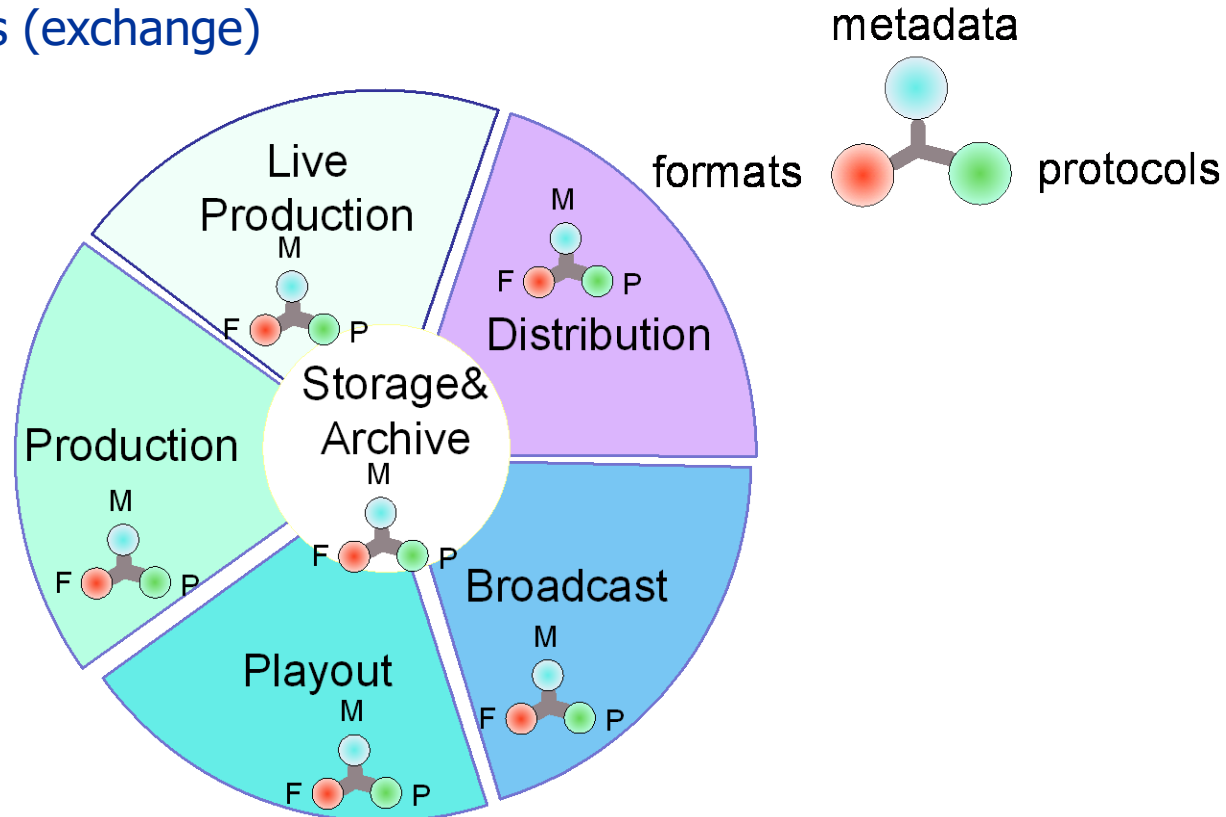
3. Results: Inventory of existing DAM applications

- **280 applications in the 5 major broadcast businesses and 151 speciality applications**



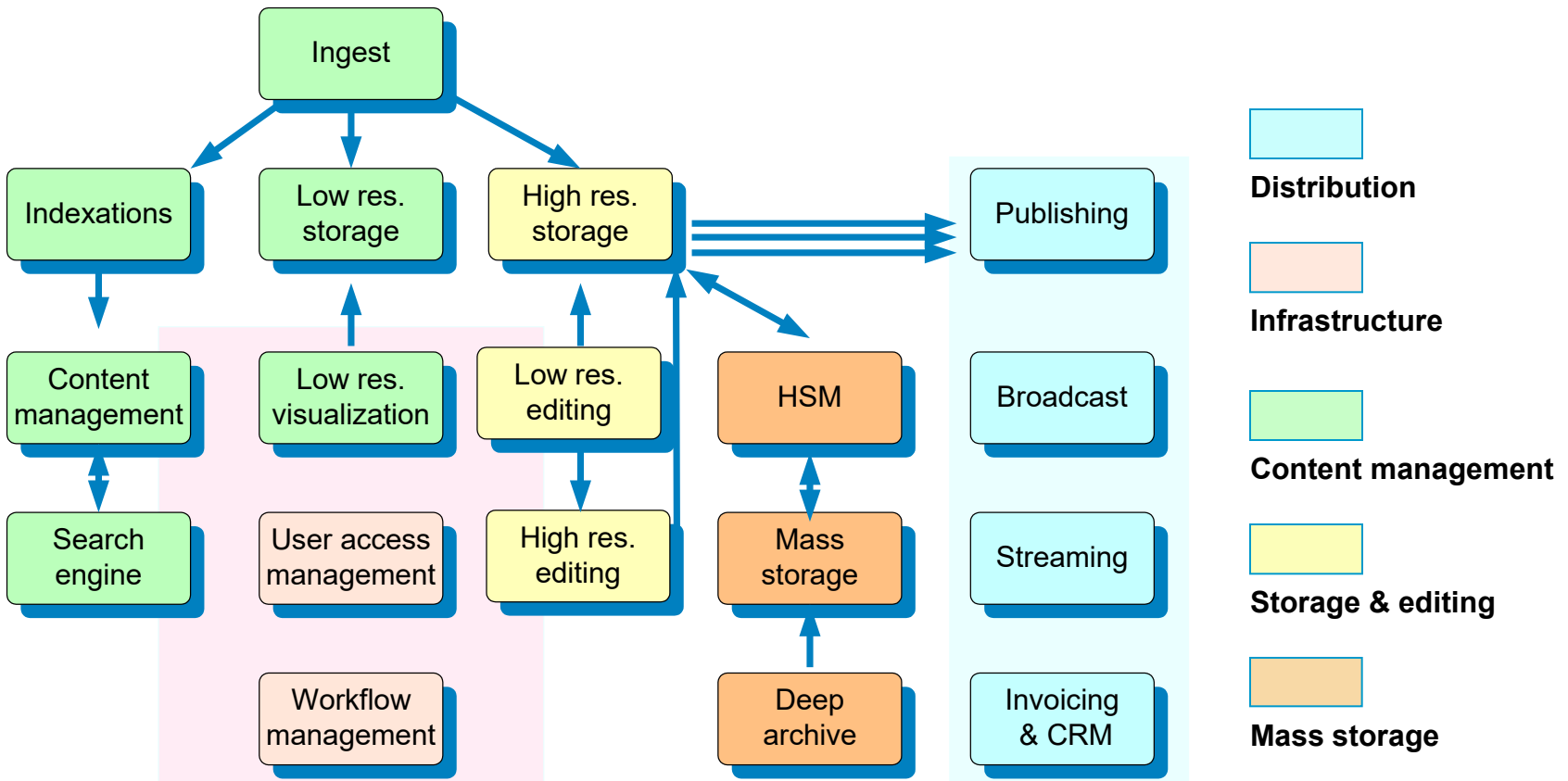
3. Results: choices and issues

- A DAM requires many organizational and technological choices to be made
 - Metadata Architecture (ID, embedded IS, IS repository)
 - Video formats (High res., Low res., medium)
 - Protocols (exchange)



3. Results: choices and issues

- 18 major functions and a big integration issue



3. Results: findings

- Transmission centers and newsproduction are the most frequent applications for broadcasters
- Non broadcast applications are more numerous than broadcast ones, and often bigger

Projects	sept 2001	sept 2002	april 2003	april 2004
TV	59%	76%	69%	50%
Non-TV	41%	24%	31%	50%
Total	64	144	180	381

- Specialized applications
- Key functions depends on application category
- Users mostly dependant on manufacturers adopting norms and protocols

4. Best practices

- In search of low cost indexation through automatic generation of metadata
- New uses for browsing and indexing in TV stations
- In search of interoperability between production, broadcast and distribution

4. Best practices

- Very few inter-departmental projects, but it starts
 - Concentration between Majors and TV networks
 - Repurposing of content due to TV channels proliferation and multicast
 - Multimedia and new channel distribution broadcasters are transforming themselves into “distribution factories”
- With 2 strategies (corporate-wide or decentralised)
- Generating meta data during the production of live sports, news, dramas manually and at transmission ingest for a smarter future archiving
- In search of metadata to be carried with essence