



Efficient Media Asset Management, Studio Production, and Workflow Control

Arvato Systems' VPMS, ClipJOCKEY, and ClipJOCKEY Server selected by Revolt TV to manage and automate the production, editing, and broadcasting workflows.

Background Situation

Revolt TV is a cable TV network launched in late 2013 with a target audience consisting of "millennial" young adults. Revolt plays music videos, live performances, news, and interviews and reaches approximately 40 million households. Revolt TV is extending the reach of their brand beyond where they have already proven to be successful, not only through TV, but also with social media and through their website www.revolt.tv which enables artists to engage with the viewers.

Vision

Revolt TV is a multiplatform program running across broadcast, online, and mobile. It is able to take the content and reverse engineer it into internet videos, filtering them back into social media. Revolt needed a system to be at the heart of their production and broadcasting operations. It was also important for them to find a system that worked alongside with Avid-based editing workflows.

The Solution

Arvato Systems' solutions VPMS, ClipJOCKEY, and ClipJOCKEY Server manage and automate the workflows that involve video material with users in many departments. VPMS ControlCenter manages all line-based ingest jobs while staff utilize the web-based client, MediaCenter, to interact with the MAM system from different platforms.

REVOLT

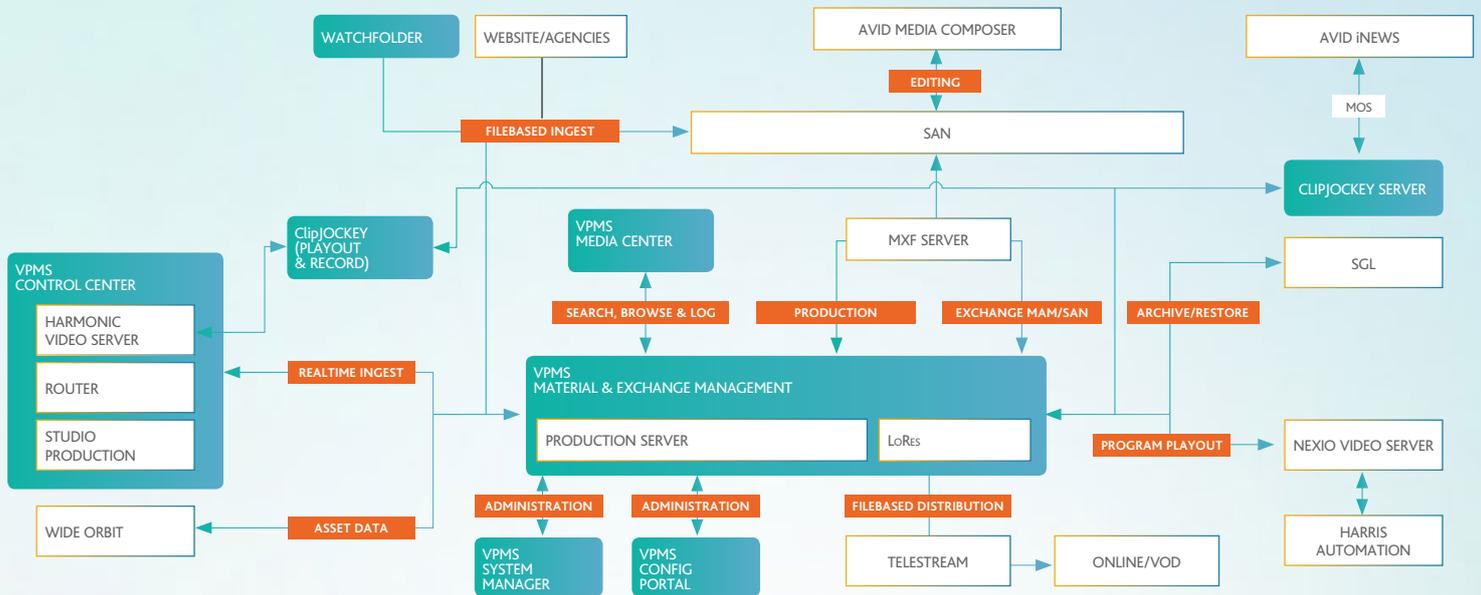
The Customer

- Revolt TV is the brainchild of Sean "Diddy" Combs, who has had numerous successes in music, fashion, marketing and more, together with Comcast, the largest cable company and home internet service provider in the U.S.
- Revolt TV launched in October 2013 to target the "millennial" audience of young adults with a mixture of music videos, live performances, news, and interviews.
- In addition to its national cable distribution of nearly 40 million households, Revolt uses social media to enable artists to engage with viewers through its website www.revolt.tv.

Industry

- Music Television





Revolt's requirement for use of existing Avid Media Composer editing solutions was solved with a new integration to Filmpartners MXF Server. Editors can check projects out from VPMS into MXF Server, work on them within their preferred NLE tools, and return them back to the VPMS MAM system for further processing.

VPMS serves as the central management hub for all media movement, editing, processing, interfacing with external systems and giving users a powerful web-based workspace.

Editors use their preferred Avid or Adobe NLE suites, both with integrated functions into the VPMS MediaCenter.

ClipJOCKEY was chosen to perform manual recording, playout, and news rundown video control. The ClipJOCKEY Server MOS gateway connects ClipJOCKEY and iNews NRCS client and brings the inventory of the video server visible and actionable to the iNews users.

For web-based distribution, Arvato Systems ensured that the metadata contained within VPMS is exported via automated processes to online publishing. Arvato Systems also exports important video asset data accessible to the WideOrbit scheduling solution. The off-site automation system integration uses the VPMS web services interfaces to request media transfers to playout.

Finally, VPMS also manages various processes for moving and transferring Revolt's content to the right place at the right time.

Case Overview

Task

- Efficient workflow management for all production and broadcasting operations
- Use of existing Avid Media Composer and Adobe Premiere editing solutions
- Integration with Avid iNews NRCS
- Schedule and manage line-based ingest

Technology

- Build up a central media asset management system for all media, ingest, movement and processing
- Integrate with best-of-breed 3rd party systems preferred by Revolt
- Project implementation within a tight timeframe

Result

- VPMS as efficient and central asset management system
- Studio playout with ClipJOCKEY
- MOS-based interoperation with Avid iNews via ClipJOCKEY Server
- End-to-end, automated and manual workflows controlled by VPMS

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