

The Next Generation Media Asset Management System

-Presentation-

Wei Wu

Sony Corporation

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Issues with the current MAM systems

Today's Landscape - Highly Complex

Multiple production islands

Duplicate services and processes

Workflows are “hardwired” and domain specific

Tightly coupled “point to point” connections

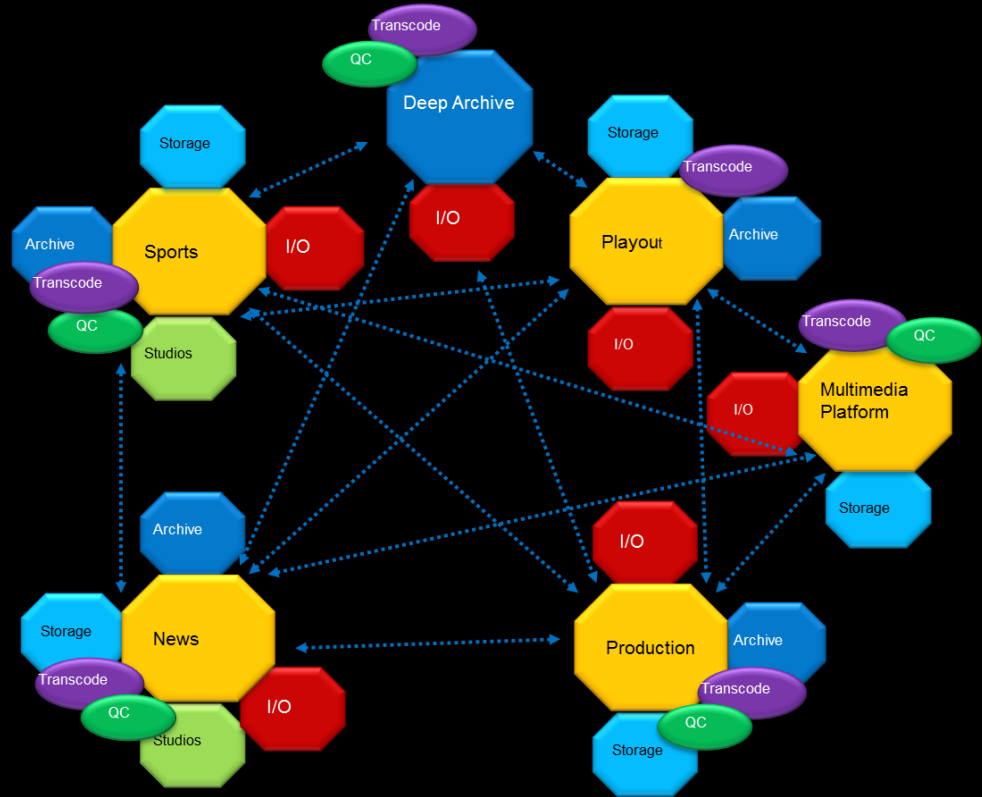
Sneaker-net file exchange

Operational issues

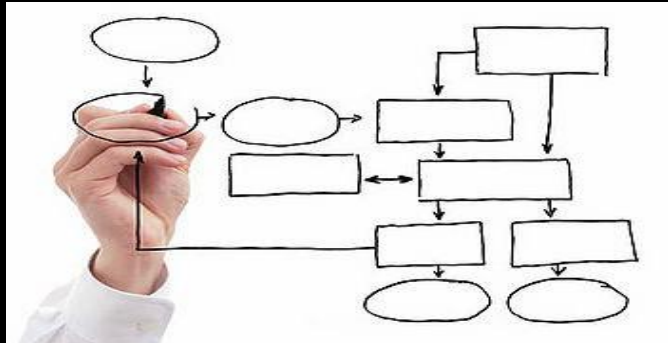
Silo operations with little collaboration

Labor intensive with high cost to manage

Adding new process/services slow and costly



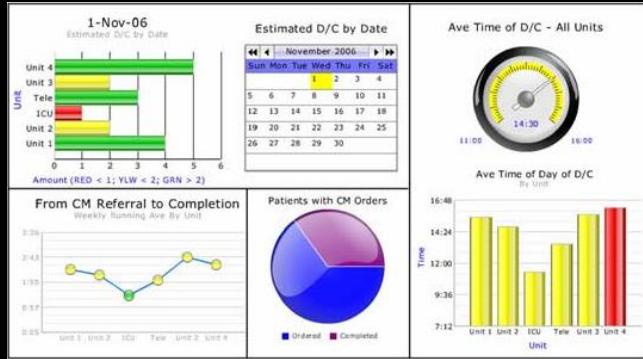
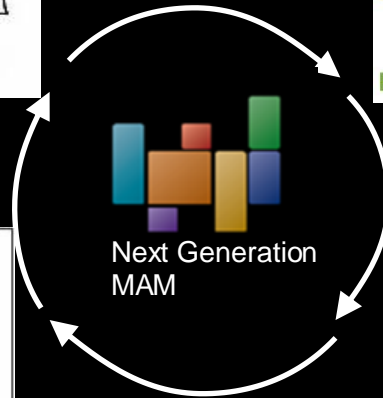
Key Words of the next generation MAM



Workflow Automation



Intelligent Resource Management



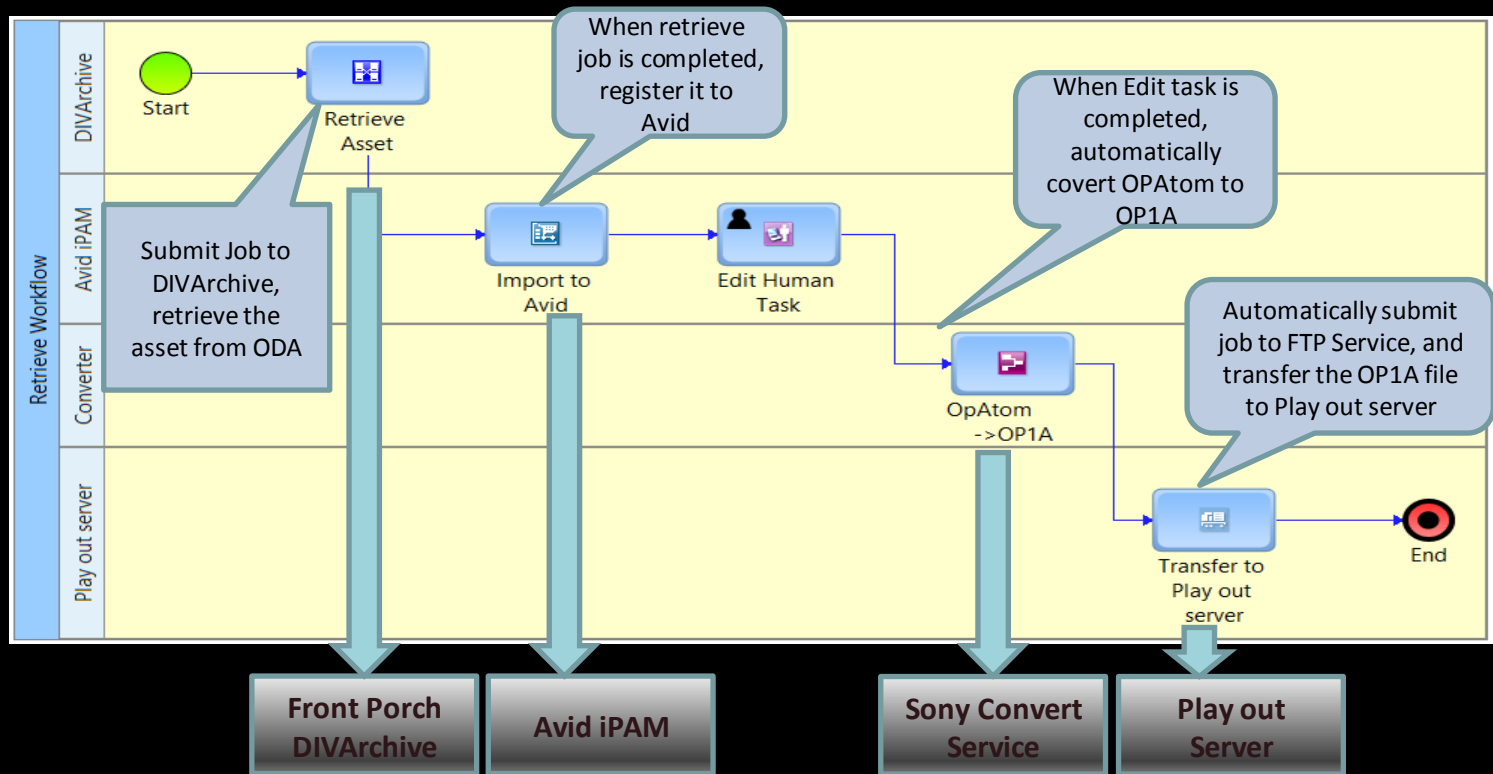
Business Activity Monitoring



Enterprise Search Provider

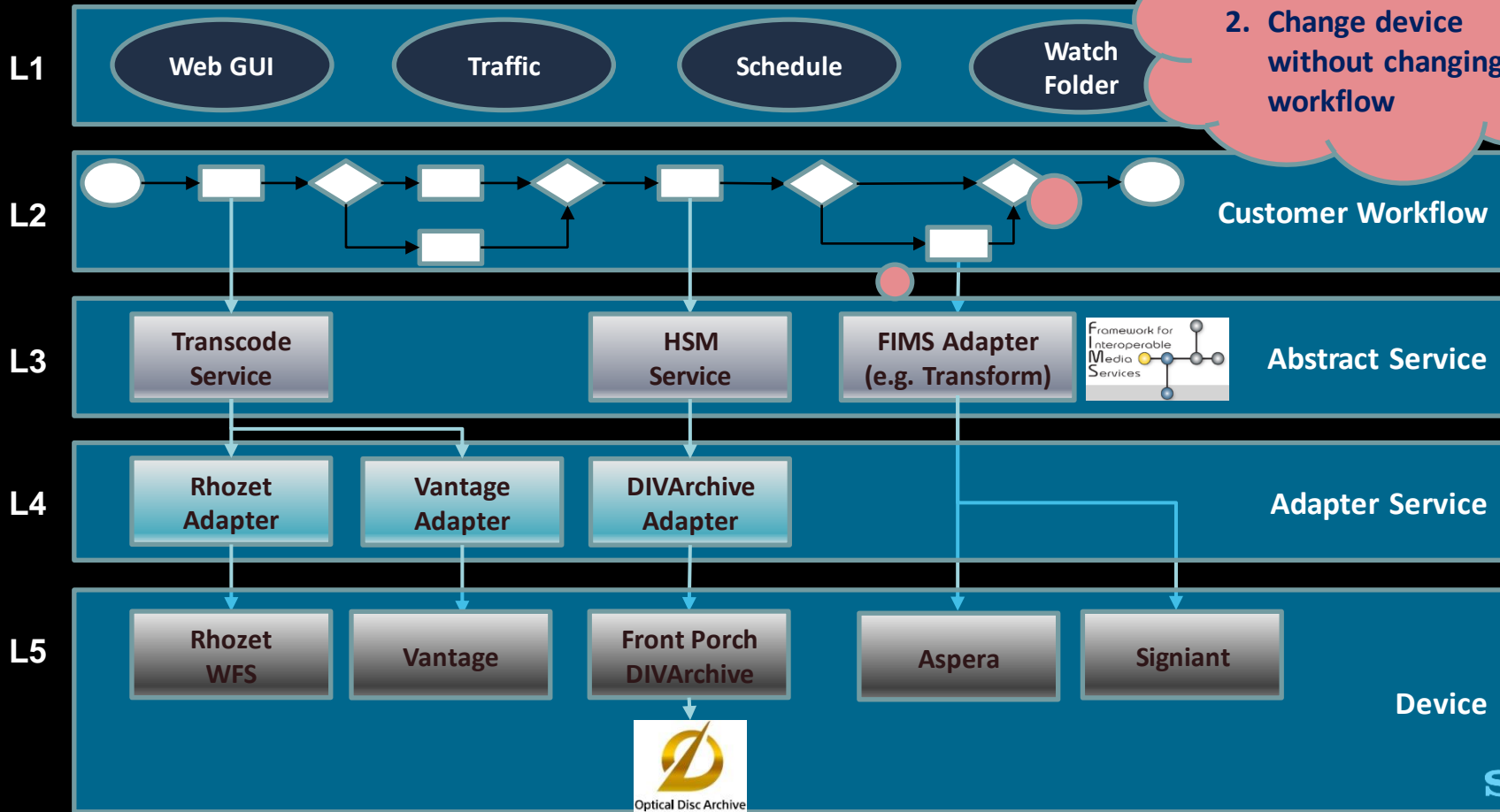
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Workflow Automation



Abstraction Workflow Architecture

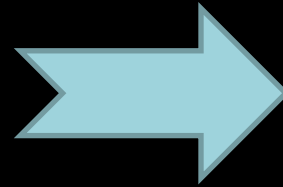
1. Support both FIMS and direct adapter
2. Change device without changing workflow



Intelligent Resource Management

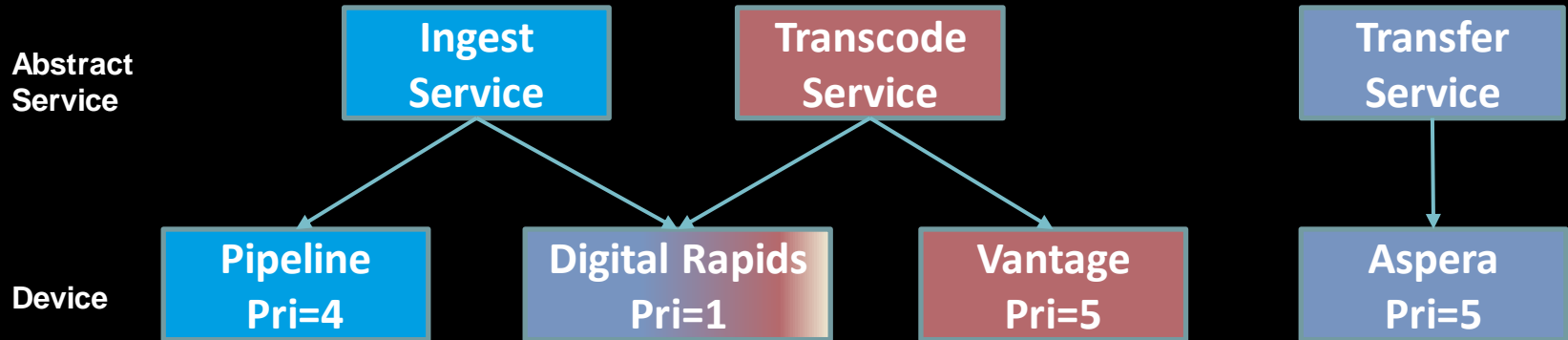
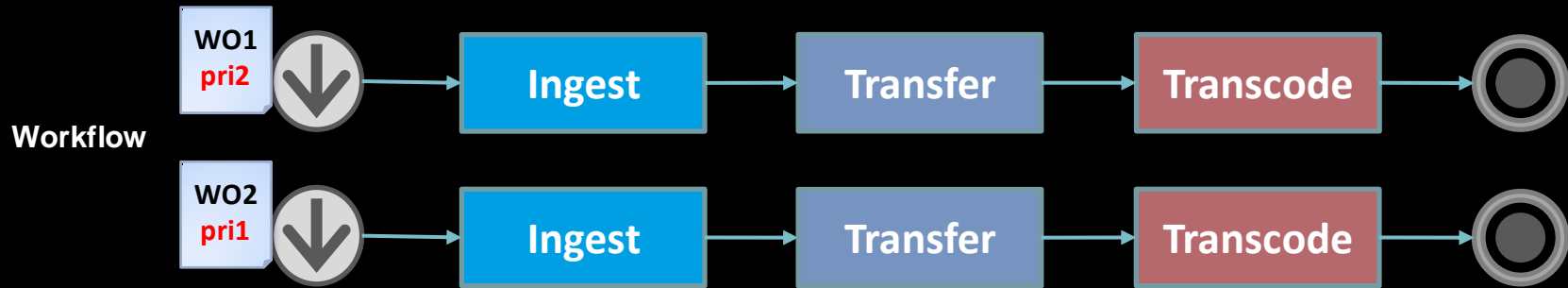
DRA = Dynamic Resource Allocation

- Determining Available Resources
- Identifying Resource Shortage
- Managing Job Queue
- Determining Appropriate Resource

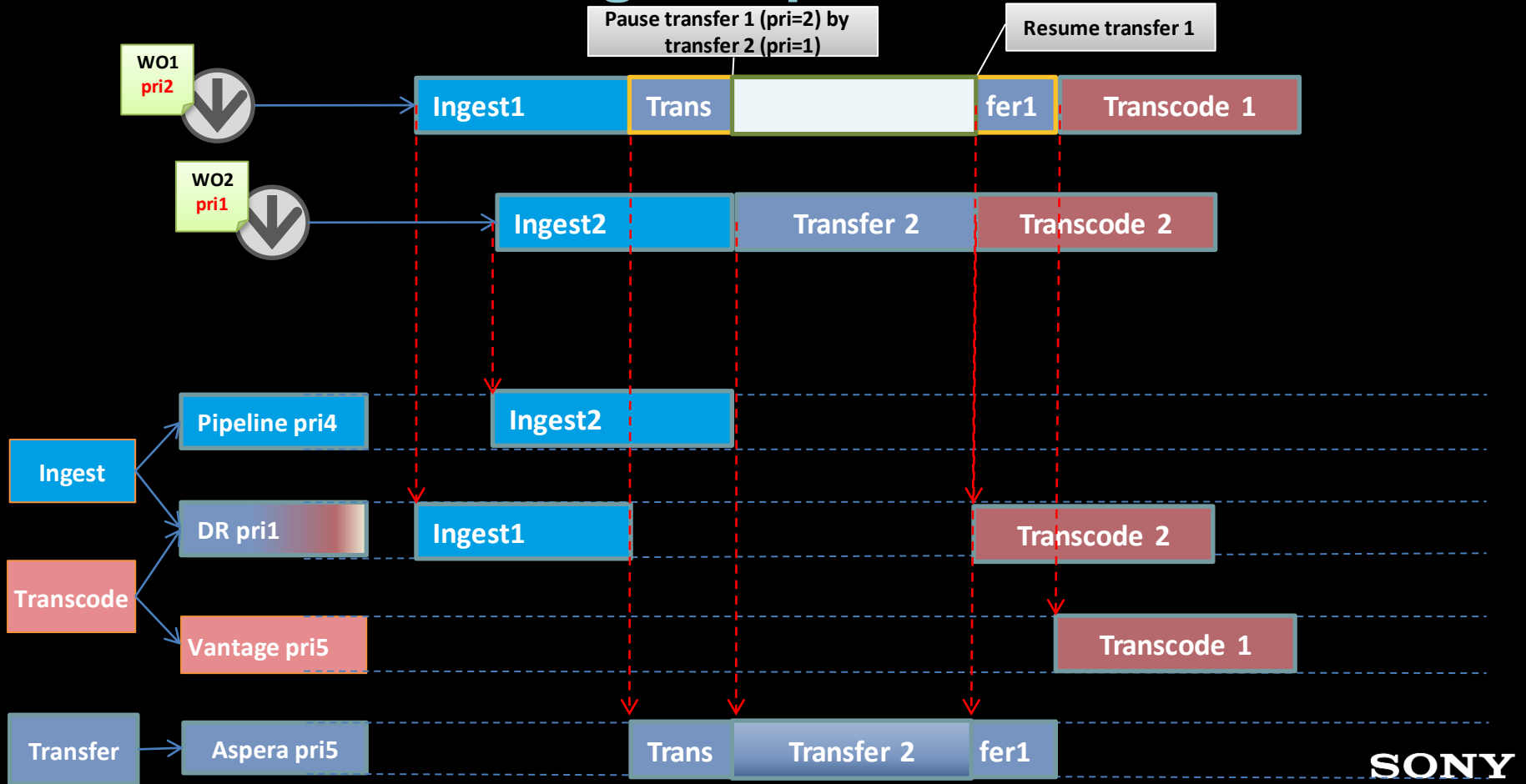


- ❖ Load Balancing
- ❖ Fail Over

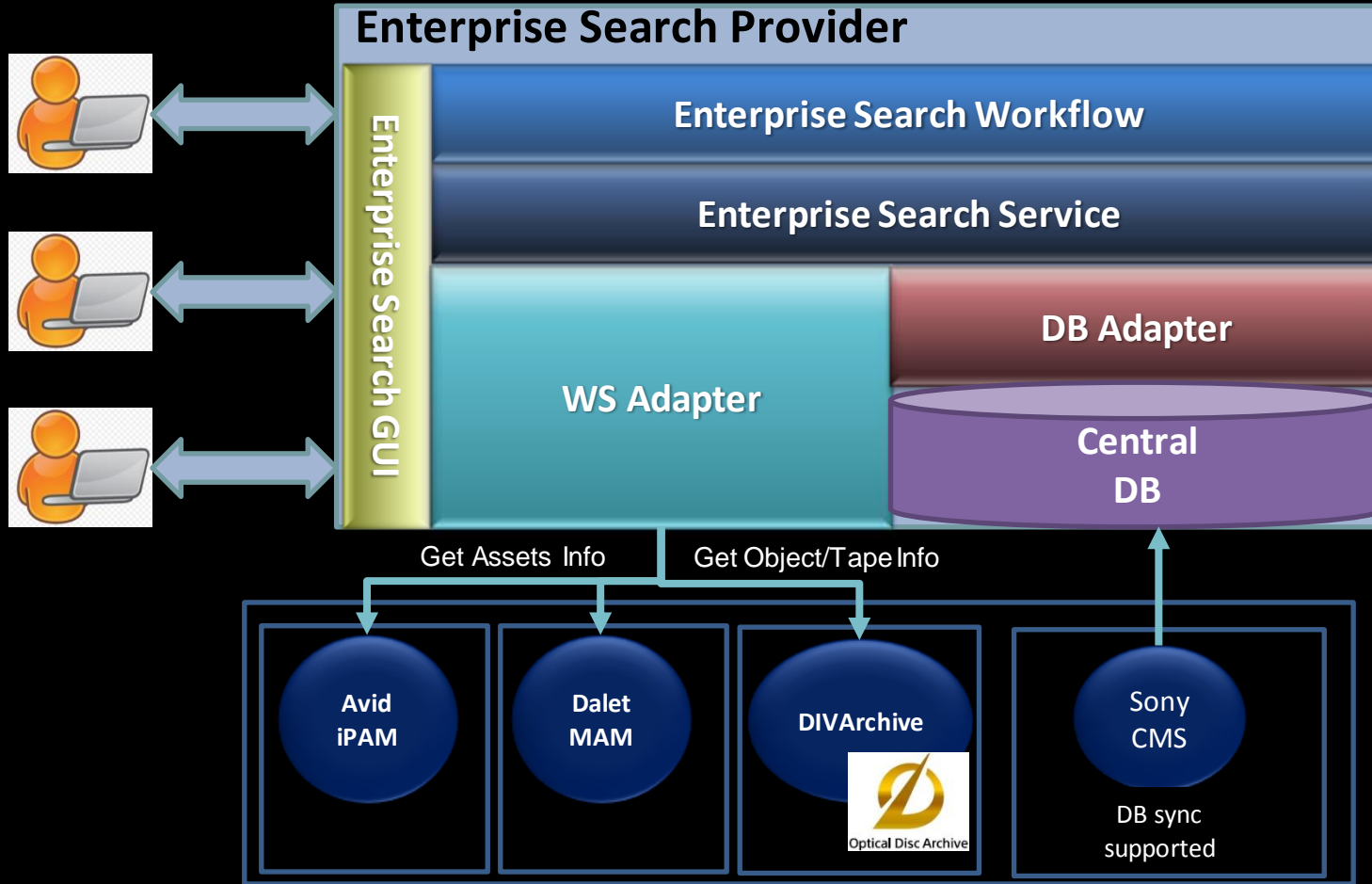
DRA - Load Balancing



DRA – Load Balancing Sample



Enterprise Search Provider



Quick Search and Advanced Search

The image shows two overlapping search dialog boxes. The larger 'Advanced Search' dialog is in the background, and a smaller 'Quick Search' dialog is in the foreground.

Advanced Search Dialog:

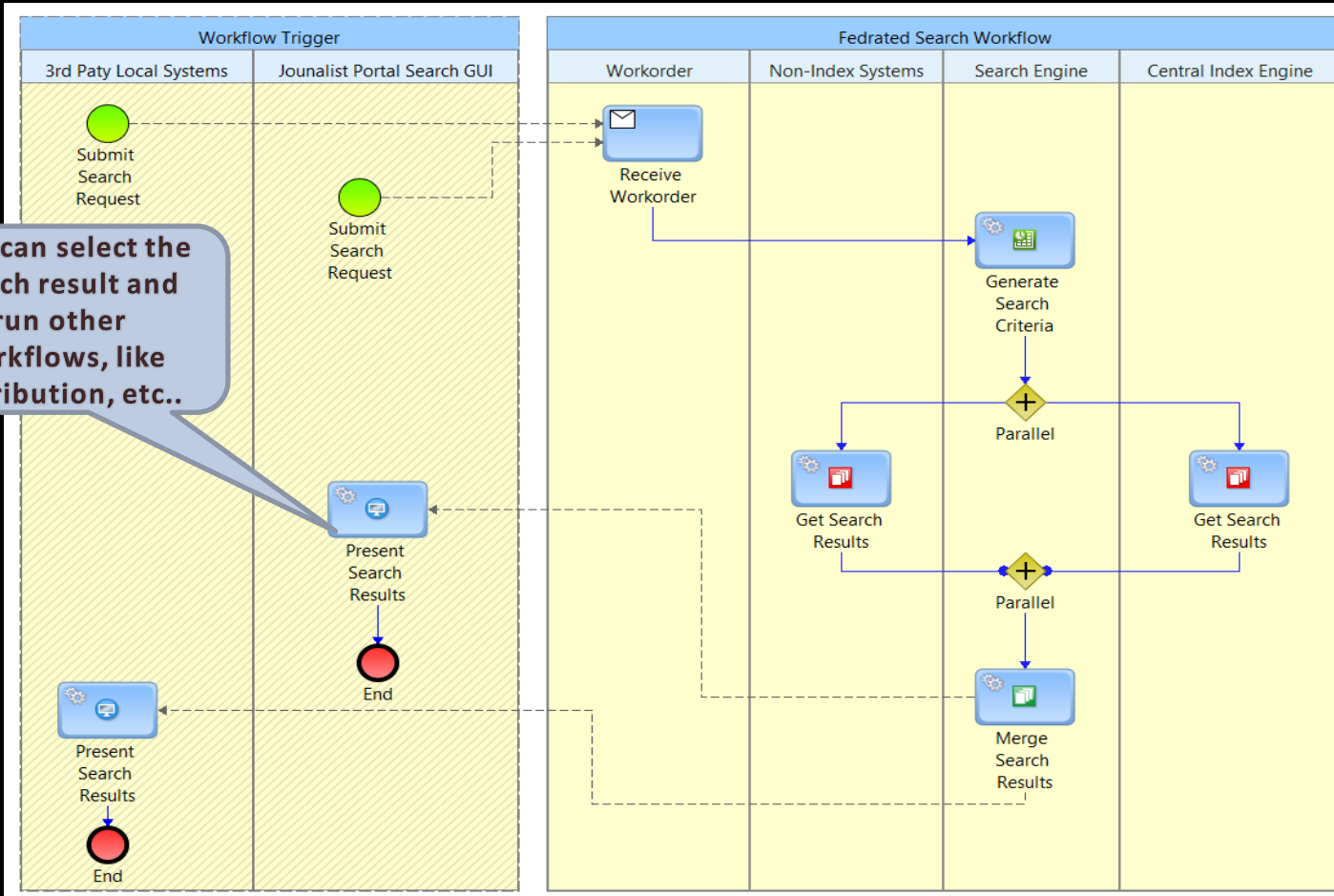
- Result Title: Advanced Search
- Row 1: Asset contains Notes Program 1
- Row 2: AND Event contains Title Sports new 21
- Row 3: AND NOT Meta-Metadata contains File Name Editors cut
- Row 4: OR General/Descri... contains Project ID# Enter Prise Search Provider

Quick Search Dialog:

- Result Title: Find new program 21
- Search: Sports New 21
- Buttons: Search, Cancel

At the bottom right of the Advanced Search dialog, there are buttons for Search and Cancel.

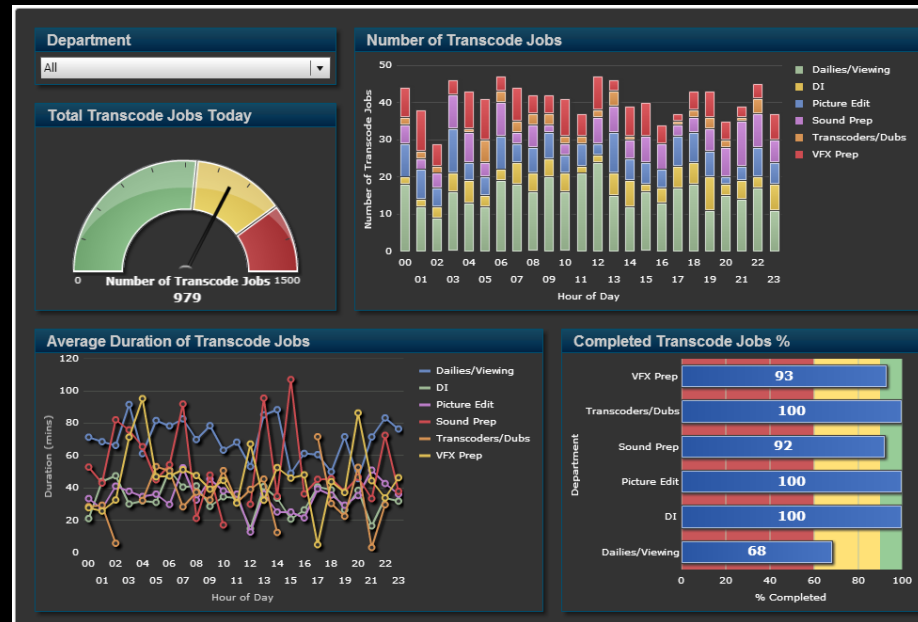
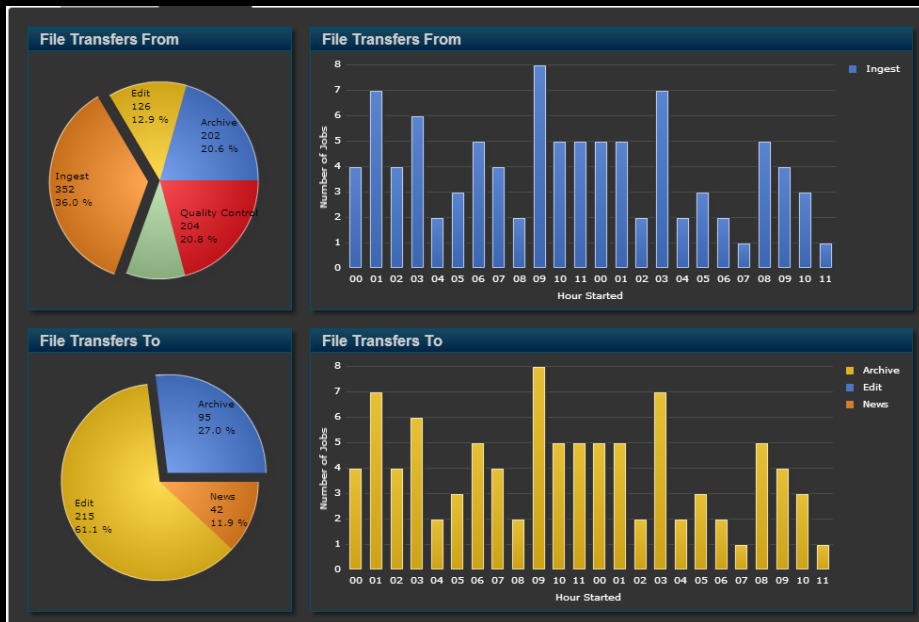
ESP Search "Workflow"



Business Activity Monitoring – Report level Dashboard

Sample - File Transfer

Sample - Transcode



Business Activity Monitoring – Detail Level Dashboard

Workflow Status

Workflows [View All](#)

Workflow Type	Work Order	Project	Priority	Status	Due Date	Created Date
+ FullSailWorkflows/Register	Register Desert.jpg 2014-11-14 15:32:14 PST	FullSail	★★★★	● COMPLETED		2014-11-14 15:05:27
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:37:45 PST	FullSail	★★★★	● STARTED		2014-11-13 19:10:59
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:33:16 PST	FullSail	★★★★	● STARTED		2014-11-13 19:06:30
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:29:50 PST	FullSail	★★★★	● STARTED		2014-11-13 19:03:04
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:18:13 PST	FullSail	★★★★	● STARTED		2014-11-13 18:51:27
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:18:07 PST	FullSail	★★★★	● STARTED		2014-11-13 18:51:20
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:18:00 PST	FullSail	★★★★	● STARTED		2014-11-13 18:51:14
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:17:54 PST	FullSail	★★★★	● STARTED		2014-11-13 18:51:07
+ FullSailWorkflows/TranscodeAndDeliver	TranscodeAndDeliver 00000.mov 2014-11-13 19:17:48 PST	FullSail	★★★★	● STARTED		2014-11-13 18:51:01

Jobs [View All](#)

Task Type	Device	Priority	Inactive	Status	Progress
COPY	DSA Copy	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>
TRANSCODE	Rhozet	★★★★		● COMPLETED	<div style="width: 100%;"></div>

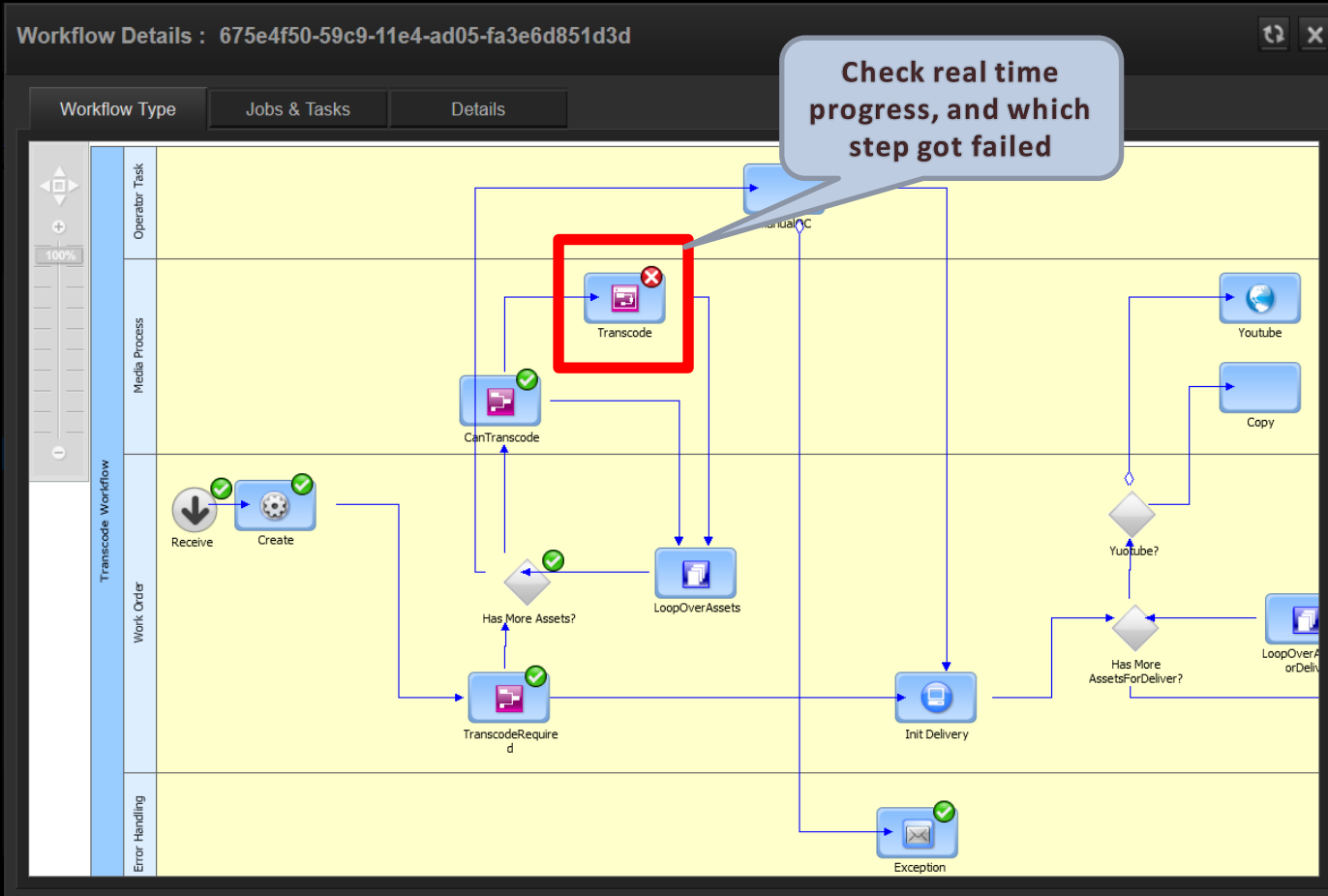
Device Jobs Status

Tasks [View All](#)

Task Name	Project	Priority	Status	Progress
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>
Human Task	TVC	★★★★	● IN-PROGRESS	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● IN-PROGRESS	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● IN-PROGRESS	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● IN-PROGRESS	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>
Human Task	FullSail	★★★★	● STARTED	<div style="width: 100%;"></div>

Human Task Status

Business Activity Monitoring – Work order level Dashboard



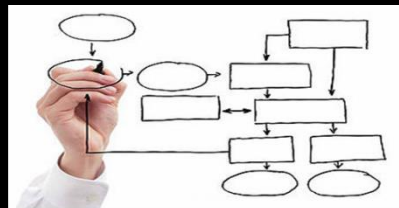
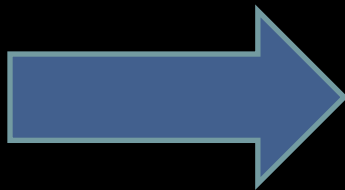
In Summary...

Business Challenges

- The Media world is changing and it will continue to change
- There is more work to be done. But there is less Money...
- Staff costs still high on even the most basic of tasks

Technical Challenges

- The Tapeless dream is more like a Nightmare
- Huge number of Formats and Metadata – Drive up costs
- Complexity with their Infrastructure



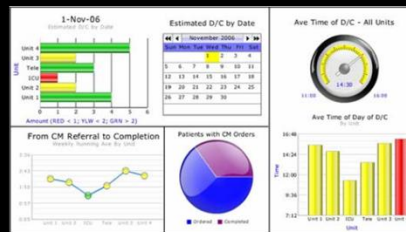
Workflow Automation



Intelligent Resource Management



Enterprise Search Provider



Business Activity Monitoring

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