From Chaos to Control :
How Israel Hayom Built a Scalable
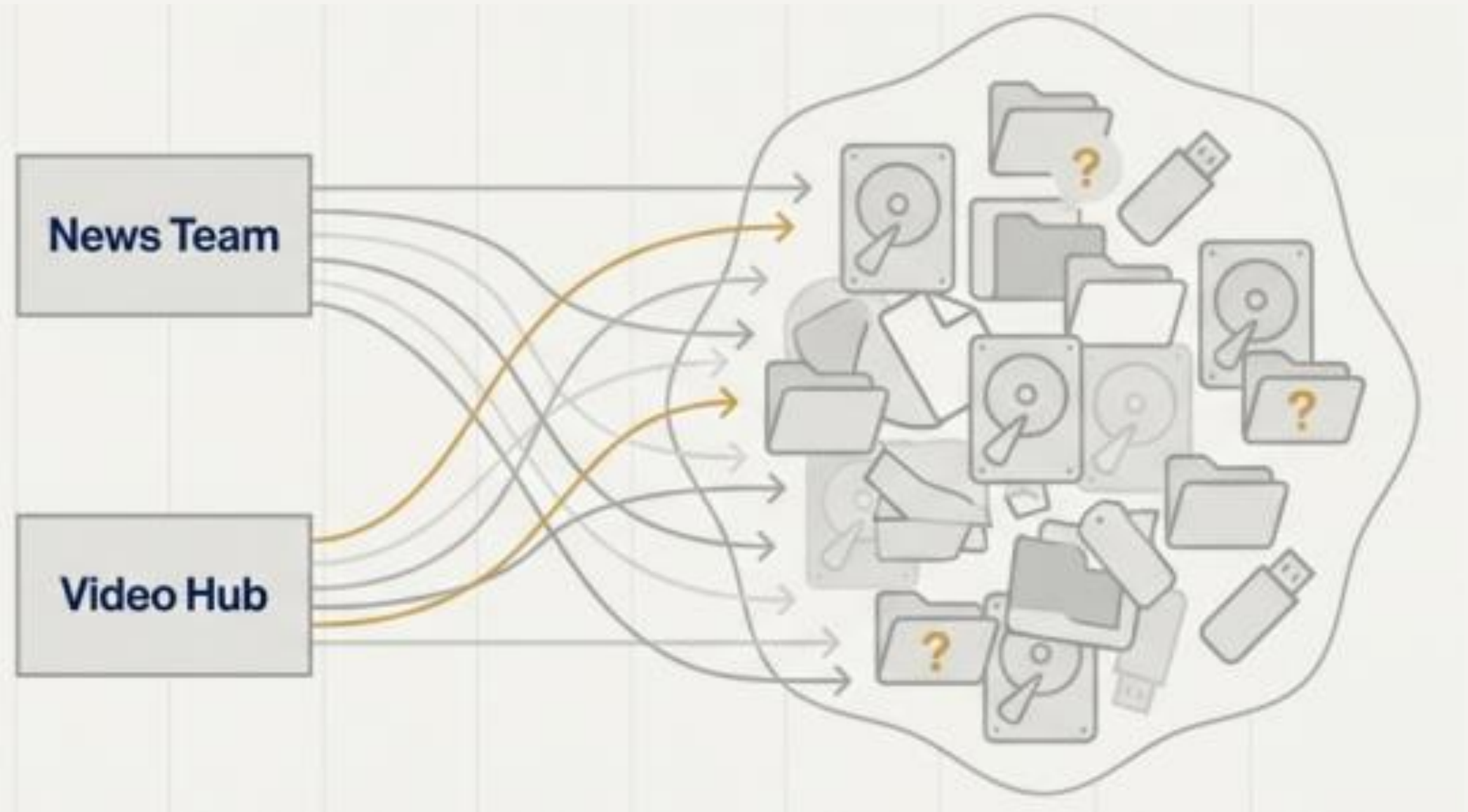# Video Archive with eMAM

A case study in pragmatic implementation
and strategic asset management

ישראל היום **eMAM**

Growth Exposed a Critical Weakness in Asset Management

- As Israel Hayom transitioned into a full media organization, its video operations expanded significantly.

- Content production surged across two distinct teams: the digital news video team (user-generated, wire footage) and the video hub (original in-house productions).

- This rapid growth made it clear that their existing methods for storing and organizing video were unsustainable.

Unsustainable Storage Method

The Daily Reality Was Inefficient and Risky

Disorganized Storage: Large volumes of video were stored haphazardly on local hard drives and basic systems.

Inconsistent Data: There was no uniform tagging, governance, or contextual information retained across teams.

Time-Consuming Retrieval: To find assets, all materials had to be manually uploaded and organized each month.
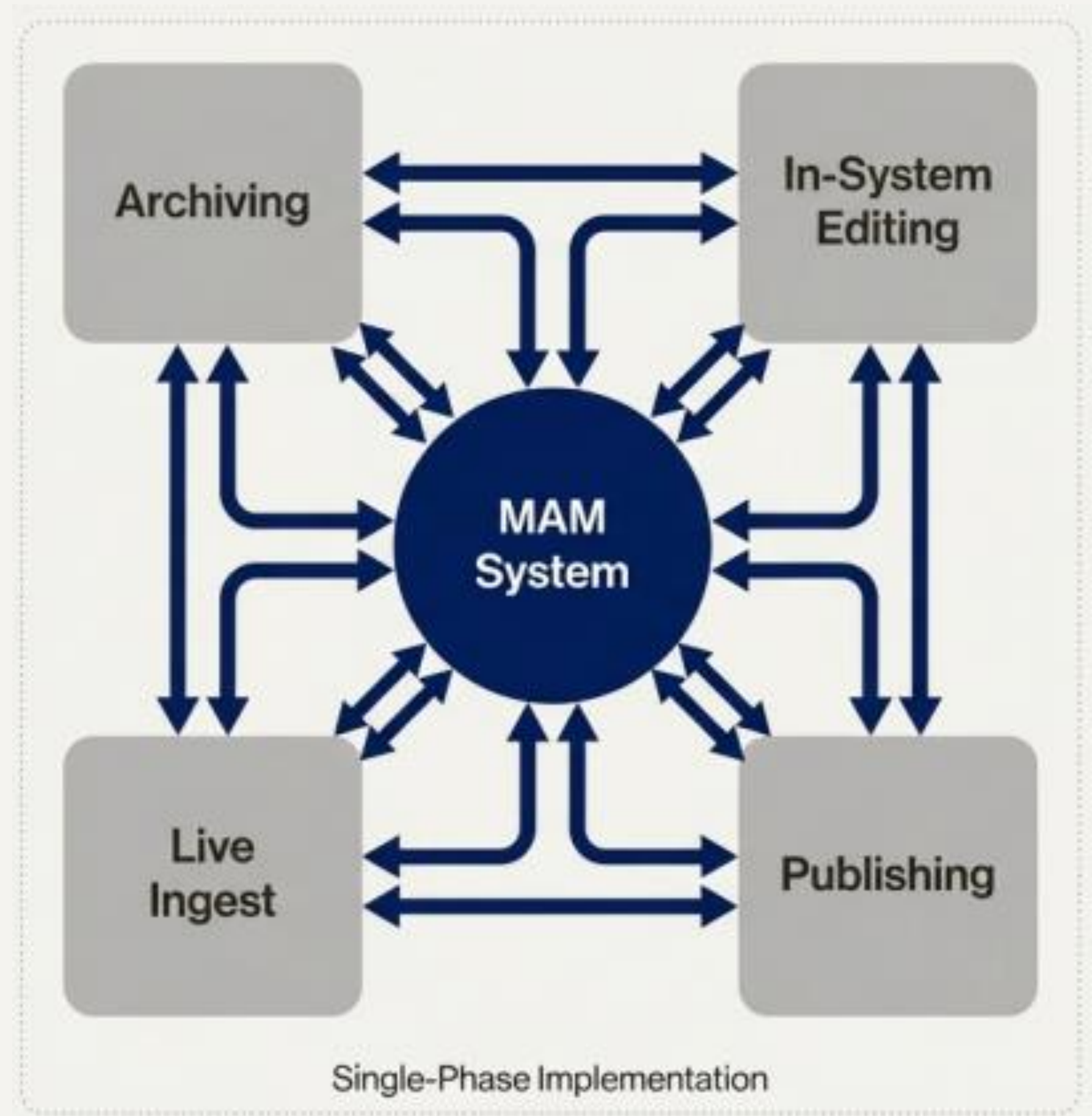
Risk of Permanent Loss: Without proper protection or a central repository, important assets were frequently lost or deleted over time.

The goal: A single, structured location to find, use, and protect every asset

The Initial Vision:
An All-in-One Solution for the Entire Workflow

The original project scope was broad, aiming to solve multiple challenges simultaneously. The goal was a single system to cover:

1. **Centralized Archiving:** For long-term storage and reuse.

2. **Fast Turnaround Editing**: For quick cut-to-cut edits and immediate publishing.

3. **Live Ingest:** To capture feeds directly into the system.

Single-Phase Implementation

A Strategic Pivot: Prioritizing the Archive First

Initial Plan

Disruptive All-in-One Implementation

Pragmatic Path

Phase 1: Archive & Asset Management → Phase 2: Live Ingest & Editing (Future)

The Realization:
Implementing the full scope would require substantial configuration, user training, and disruptive workflow adaptation for the entire organization.

The Decision:
Israel Hayom, in collaboration with the eMAM team, adjusted the strategy. They would postpone live ingest and in-system editing.

The Rationale:
The new focus was to first build a solid, reliable media archive foundation. This allowed the organization to maintain its existing production workflow while integrating a new, practical MAM system smoothly.
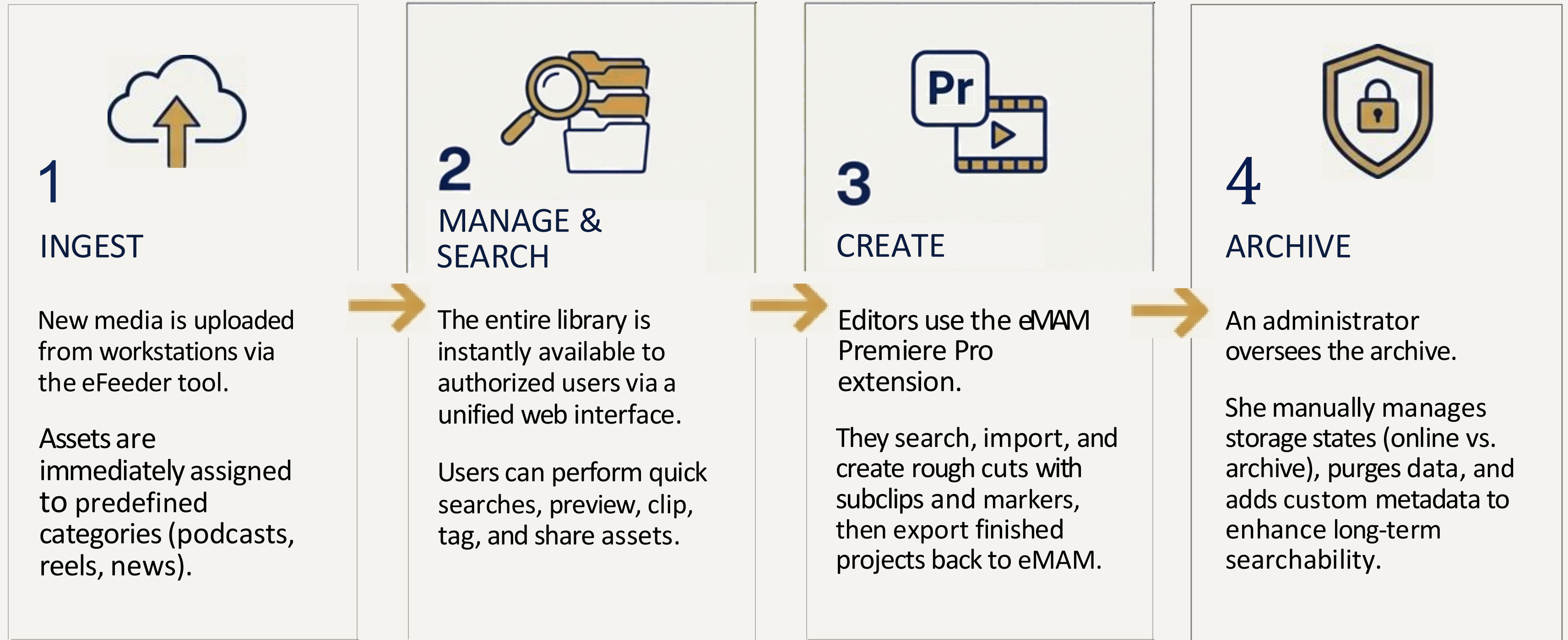
The Solution: An Intentionally Simple and Centralized eMAM Workflow

Israel Hayom implemented eMAM with a clear focus on core archival functions, built on a hybrid environment of three servers and an Infortrend storage system for both production and long-term storage.

- **Unified Access**: A single web interrace for all core asset interactions.
- **Consistent Ingest**: A standardized process for uploading and categorizing all new media.
- **Centralized Control**: A single administrator to ensure consistency and reliability.

News Team

Video Hub

Archive

eMAM

Editors

A Practical Look at the New Asset Lifecycle

1

INGEST

New media is uploaded from workstations via the eFeeder tool.

Assets are immediately assigned to predefined categories (podcasts, reels, news).

2

MANAGE & SEARCH

The entire library is instantly available to authorized users via a unified web interface.

Users can perform quick searches, preview, clip, tag, and share assets.

3

CREATE

Editors use the eMAM Premiere Pro extension.

They search, import, and create rough cuts with subclips and markers, then export finished projects back to eMAM.

4

ARCHIVE

An administrator oversees the archive.

She manually manages storage states (online vs. archive), purges data, and adds custom metadata to enhance long-term searchability.

Core Capabilities That Protect and Optimize Video Assets

Administrative Oversight & Security

- A sole system administrator ensures total consistency and control.
- To prevent accidental loss, only the administrator has deletion privileges.
- Automated notifications alert the admin when users are finished with files.

Benefit: Protects valuable assets and ensures long-term reliability of the archive.

Seamless Creative Integration

- The eMAM Premiere extension panel allows editors to work within their native environment.
- Rough cut web editors can create sub clips and stitched files that are re-ingested as new assets.

Benefit: Enhances production efficiency without disrupting established creative workflows.

Intelligent Lifecycle Management

- The administrator manually transitions files between online and archive-only modes.
- Unnecessary data can be securely purged from the system.

Benefit: Optimizes storage costs and reduces wasted resources.

The Transformation: From Disconnected Drives to a Unified Media Hub

BEFORE eMAM

- Assets stored on local drives
- Inconsistent metadata
- High risk of lost or deleted files
- Manual, time-consuming searches

WITH eMAM

- Centralized repository for all assets
- Structured, searchable metadata
- Secure, permission-based access
- Instant search and retrieval

The Result: a Reliable, Organized Repository for the Video Hub

The impact on the team producing original content has been particularly clear:

- **Organization:** All projects are now stored in an organized and reliable way.

- **Security**: Finished exports and important source materials no longer get deleted or lost, a common occurrence before eMAM.

- **Confidence**: The team has newfound confidence that their work remains accessible and reusable long after publication.
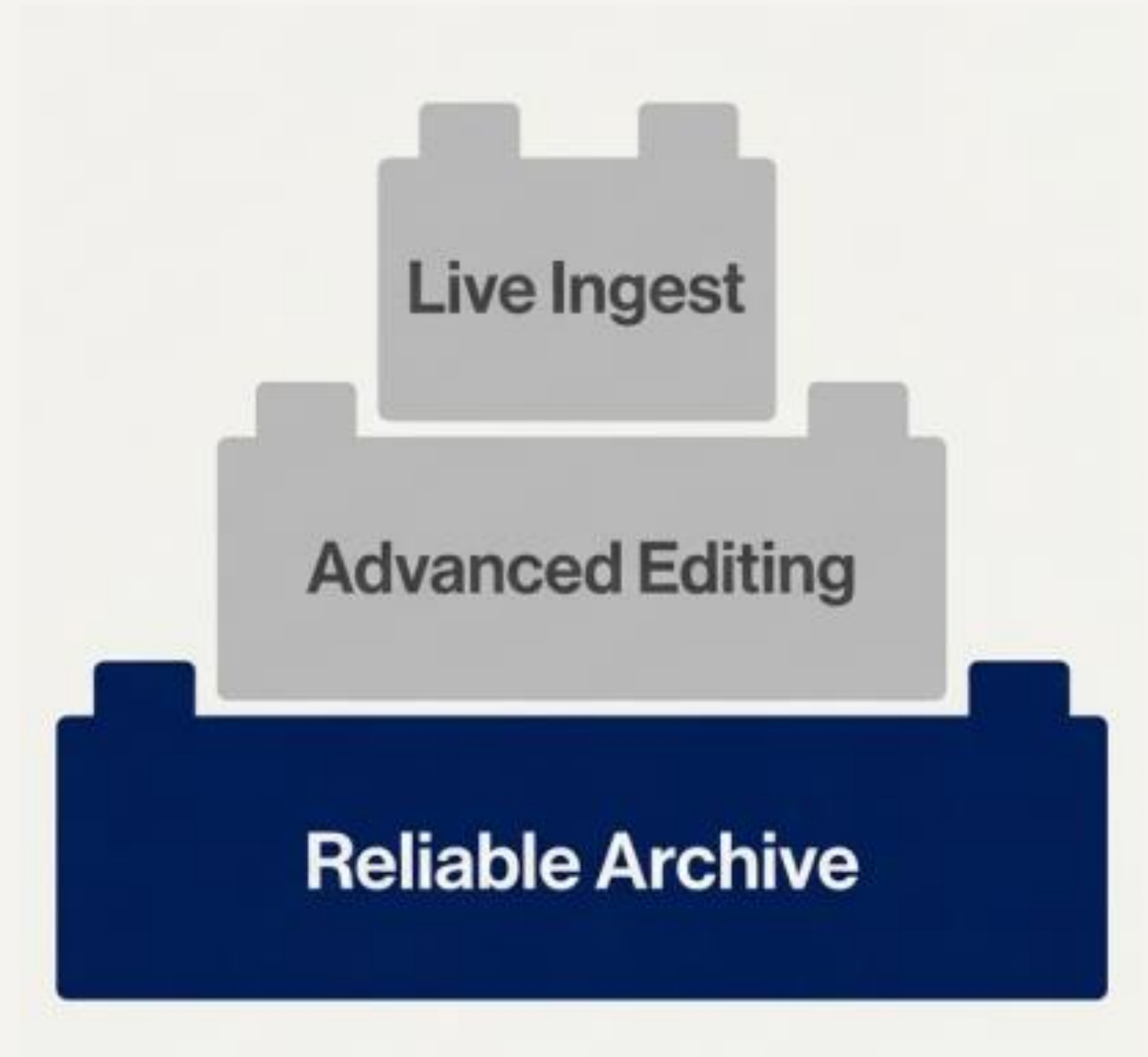
A Partnership for a Realistic and Scalable Solution

" Throughout the process, the vendor remained responsive and collaborative. We submitted a range of workflow and usability improvement requests, most of which were addressed, helping the organization move forward with a setup that fits the organization and supports our video operation in a realistic and scalable way"

-Matan Drori, Senior Product and Biz Dev Manager, Israel Hayom

The Key Lesson: Master the Archive Before Expanding the Workflow

By implementing the archival and asset management layer first, Israel Hayom achieved a critical goal: Building a stable foundation without forcing a complex, disruptive change on the newsroom.

- This phased approach allowed Hayom to maintain existing production velocity.
- It ensured high user adoption by keeping the initial workflow simple and focused on search and download.
- It created a solid base from which to launch future workflow enhancements.

A Foundation Built for the Future

With a centralized, searchable, and secure archive now in place, Israel Hayom has a scalable foundation to support its growing video operation. The features that were postponed, such as live ingest and more integrated in-system editing, will in the future be re-evaluated and implemented on top of a proven, stable system.

Challenge: Rapid growth leading to asset chaos.

Insight: Prioritize a stable archive over an all-at-once implementation.

Result: A reliable, scalable foundation that protects assets and supports the newsroom.

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