eMAM | MXPLAYER

MX PLAYER & EMAM

An End-to-End Media Production & Distribution Workflow

BACKGROUND

MX Player is a leading video player tool and now it's one of India's largest streaming platforms. Providing service to 280 million users globally and possessing a streaming library of over 150,000 hours across 12 languages, MX's viewership has grown exponentially to over 100 million. Directly from the app, customers can watch movies, TV shows, web series, music videos, and digital shorts, now with 20 original shows and over 50,000 hours of premium content.

"The more we use eMAM, the more value and use cases we discover!

Our executes and DPs now require that any shot coming to MX has to be put through the eMAM system! "

AMIT RAJPUT
MX Player

CHALLENGES

With the amount of content growing daily, MX Player's major challenge was managing its ever-increasing flood of media. Scattered and disconnected, there was no central repository to manage the media coming in and going out of the company. MX Player used many manual and non-integrated processes for producing its original content: manual media uploading, unstructured review and approval mechanisms, and localized files. With scattered locations and systems, searching, creating, and using media was slow, inefficient, and poorly controlled. There was no unified review and approval mechanism in place. Scripts, graphics, contracts, and other material were primarily shared by email. Security was easily compromised when the files were shared with the third-party vendors without download control.

SOLUTION

MX Player chose to use eMAM, powered by Amazon AWS, as its media management system. The eMAM system provided a centralized library to manage media, with predefined workflows across the entire lifecycle of their digital media in both cloud and on-premises environments. The company has now revolutionized and enhanced its operations:

BENEFITS

Control & Security

The eMAM system gives MX more security, with governance and complete control over media and metadata. Instead of multiple ad hoc systems with unsecured sharing protocols, MX has full control over its content with secured user-based access and download-controlled watermarked sharing. MX staff can now track the use of all the content.

Organization & Enrichment

MX staff can now quickly organize media into categories and projects. Projects allow users to organize media during production. Categories restrict access to media to only authorized users. eMAM manages content whether it is stored in remote locations, local storage, the cloud, or in archive. Users can comment, annotate, and tag media with a structured metadata ontology to facilitate rapid searching.

Easy Searching

MX's creative staff can easily preview and access dailies ingested to eMAM from multiple locations. Users can now easily search and browse the MX assets using simple search, advanced search, and customizable search filters. eMAM's capability to manage multiple audio tracks and subtitles makes it easy to work with content in multiple languages.

Collaborative Editing

eMAM gives MX editors direct access to the media library within integrated extension panels for Adobe Creative Cloud apps (Premiere, After Effects, Photoshop, InDesign, and Illustrator). The system manages project files, along with original/high resolution, mezzanine, and proxy versions of media. Editors and designers can collaborate seamlessly using Adobe interfaces with non-technical users from the eMAM web interface.

Streamlined Review & Approval Workflow

MX can now instantly review and approve final edits. Their internal team can now easily preview, comment, review and approve content from different locations.

Secured File Sharing Tools

With eMAM, MX can now instantly process and deliver media and metadata in just one click. Watermarking and tracking of shared media makes it more secure and trackable. The system powers automated and streamlined media publishing. MX users can now share media securely using S3-signed links. The eMAM system eliminated the content security risk of sharing multiple links through open sharing sites (WeTransfer, Google Drive, Vimeo etc.), with more secured media production infrastructure.

ABOUT EMAM

For 15 years, the eMAM product line (eMAM Vault, eMAM Publish, eMAM Workgroup, eMAM Enterprise, eMAM Cloud Service, and eMAM Cloud Platform) meets the media asset management and workflow management needs of media, government, faith, and corporate organizations in local, hybrid, and cloud environments worldwide. With over 90 technology partners and extensive tools, APIs, and configuration options, eMAM can provide optimized, streamlined workflows for any organization.

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