

Case Study

The Quint

Background –

Quintillion Media Pvt Ltd. (The Quint) is a media organization in Noida, India that develops digital journalism for the mobile consumption. It offers domestic and international news in wide range of categories. With the rapid speed of modern news, it needs to use inbound feeds, existing, and historical content to find, edit, and publish media efficiently and quickly on a tight budget.

Challenges –

The Quint faced a number of difficulties with media management.

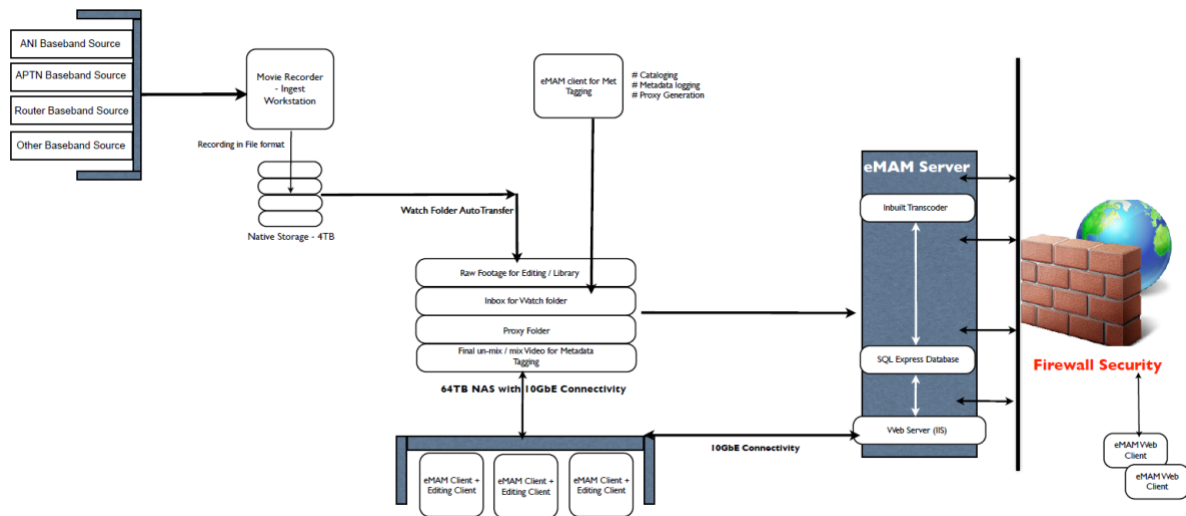
Inbound Media Volume – The organization receives over eight hundred clips daily in different formats from different sources, that are difficult to manually manager.

- **Controlled Access** – There is no easy way to restrict media access and use by editors, producers, and management.
- **Search** – Finding relevant media takes too much time and staff. Sometimes the best media for a story is never found. The organization sometimes needlessly purchases external media, and often misses opportunities to monetize its own content.
- **Storage** – Content is stored on different systems, folders, and devices so use by all stakeholders from both Mac and Windows workstations is difficult.
- **Change Management**- Staff is accustomed to using the existing 12 editing stations with localized content, and is unable or unwilling to changes their workflows.

Solution –

Empress worked closely with its system integrator partner **SRSG** to build a reliable, scalable, and affordable solution for the Quint.

The solution consists of eMAM™ Vault running on a Dual CPU Dell Server, managing a Thecus 64 TB NAS with a 10G connection. The system manages the production storage, nearline storage, deep archive, and playout storage. An easy to use web interface allows users a simple way to use media and monitor processes. The system restricts media access and permissions to different user groups.



eMAM Managed Infrastructure

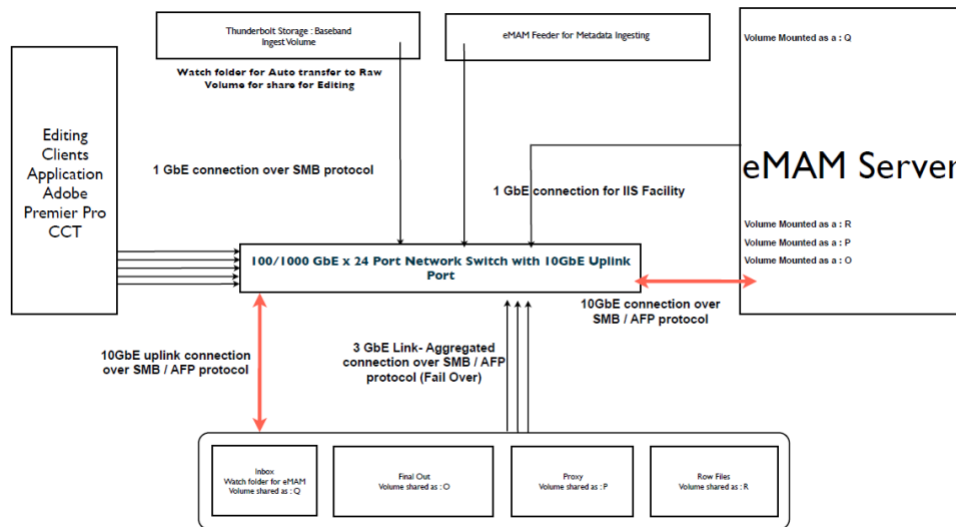
Workflow –

An iMac with AJA I/O card is used for Baseband ingest. Scheduled recordings are automatically ingested from watch folders. Digital files can manually ingested using Emam Feeder from any Mac, Windows, or Linux machine.

The system stores all imbedded/camera metadata, with additional custom metadata added at ingest or afterwards. Media are organized into categories with access restrictions as needed. The system automatically generates proxy copies. Based on their permissions, users can search and preview media from the web interface.

Producers or others can deliver media to edit stations. Editors can directly download the media. Mounting local delivery folders on editing machines and configuring one dedicated folder for every editor allows one button media movement and removes the need for FTP/NAS copy, or USB media movement. Edited assets are dropped into a watch folder and automatically ingested.

Users can mark assets for deletion, but only IT Admin staff can purge them from the system.



Results & ROI –

Mohit Sardana, Quint Senior Technical VP, commented, *“When we started our facility we were aiming to have a MAM solution from the beginning which can help us to store our important videos as well as images...after a demo of EMAM we found it to suit our requirement & adapt to our workflow.”*

The solution helped Quint save their staff’s valuable time, energy and maximize the value of their content. They can easily find content in the archive, instead of ordering from external parties, but it also helps them monetize their content. Sardana added, *“The system is designed so easy that every time downloading or searching the footage the editorial dept doesn’t have to approach the archival dept. We haven’t purchased any footage from outside. Also, our other entities are taking the old footages from us.”*

The Quint plans to add an LTO archive component and use the system for its other facilities.