

A soccer player in a red jersey and white shorts is captured in a dynamic pose, kicking a soccer ball on a green field. The player is seen from the back, with his right leg raised and foot striking the ball. The background is a bright blue sky with some clouds. A large green diagonal shape is overlaid on the left side of the image.

**ipv**

*Media Asset  
Management  
Fit for English  
Premier League  
Royalty*

# The Situation

When one of the world's most valuable Football Clubs needed a media asset management solution, they embarked on a comprehensive analysis of the 5 best media asset management (MAM) platforms on Earth.

They knew that having one of the largest global fan bases, along with their own TV channel, and massive social media following, that the management of their valuable footballing content was critical to driving revenue.

Their search for the league-winning MAM consisted of a detailed competitive tendering process, along with an in-depth proof of concept phase. They didn't compromise on their expansive requirements and needed a solution that supercharged their logging, editing, publishing & archiving of football content.

## Their Main Requirements:

1

**Intelligent Logging:** Deploy lightning-fast live logging & tagging on match day to rapidly produce in game highlights.

2

**Enhanced Editing:** Revolutionize video editors' workflows for increased efficiency on match days, on tour and when working remotely.

3

**Streamlined Publishing:** Enable rapid social posting of in-game highlights to drive immediate fan engagement.

4

**Active Archiving:** Preserve & monetized their historic archive of valuable match footage.



## LOGGING

# Lightning-Fast Multi-cam Live Logging

As with any professional live sports production, rapid and efficient logging of in-game events as they happen is critical in order to quickly pinpoint and extract the most interesting footage.

However, modern sports production consists of multiple cameras, which exponentially increases the volume of content to be logged. More than that, most live sports production teams have one person assigned to each camera to log video upon live ingest, which drastically increases the amount of work and time required, and increases production costs.

But Curator's unique ability to log on just one camera feed and then auto-replicate the logged metadata against all other cameras at the corresponding frame, is a game-changer. This massively reduces the volume of manual logging required, and results in huge efficiency savings that lead to near real-time access on newly ingested video footage.



## Curator's Logging Capabilities:

- » Curator has comprehensive content ingest tools to support live ingest, camera-card ingest and file ingest. This is supported for local material locally and available at any remote location.
- » Curator allows for automated or manual metadata additions and logging using Opta controlled vocabularies.
- » During asset registration Curator creates aH.264 MP4 proxy, which is available to editors for chase-editing.
- » Metadata markers added to the source timeline in real time as content is logged or automated subclips are created.
- » Integration with data feeds to automatically present button options for the players and teams who are in the match.
- » Dedicated logging workspaces for logging football content, including relevant actions and markup options.
- » Content is ingested with accurate metadata, both at a parent and sub-clip level so the content can be found and re-used. This includes utilizing AI services allied to Curator's machine learning to generate useful data from the AI data deluge.



In the past, we needed 8 people to manually tag 8 different camera angles. With Curator, we have one person logging, and we use AI to replicate their work across the other feeds, which has saved us numerous hours and drastically sped up our publication times.

*Digital Operations Director*

## EDITING

# Enhanced Editors Workflow

A video team is only as nimble and efficient as the tools that they use – which is why the legendary Football Club chose Curator to overhaul their editors' workflows.

The Club needed a way to provide their editing teams more efficient ways to work on video assets from anywhere - in the cloud, at the stadium, in the studio, on the road, or from a remote-working environment.

In addition to uplifting where the editors work, the Team needed to overhaul its video collaboration capabilities, and offer its editors the ability to easily collaborate on video projects.

By leveraging Curator and our powerful 2% frame-accurate streaming proxies, the Football Club has activated enhanced video collaboration, and can more efficiently create and deploy video assets at scale from anywhere in the world. Editors can now find the video asset they need in seconds, and instantly edit on streaming frame-accurate proxies without the need to download any files. Curator's intelligent video collaboration tools allow editors to hand off Premiere Pro projects, and enable versioning, review and approval, as well as the ability to check assets in and out.

Activating enhanced video editing workflows ensures that the Club can now effectively create and deploy video any time, regardless of location or event.

## Curator's Editing Capabilities:

- » Create efficiencies in workflows by allowing for the archiving and unarchiving of project files and associated media for the purpose of reusing or re-cutting media.
- » Allow for different departments/divisions to access a single system while maintaining content security and permissions management.
- » Allow for staff to easily and reliably import video and audio into the MAM, applying both automated and bulk metadata for ease of discovery by the rest of the team.
- » Allow for the creating and sharing of project files.
- » Allow for the sharing of assets and project files with multiple users.
- » Allow for multiple users to access and work on various assets and project files at the same time.



PUBLISHING

# Near Real-Time Video Content Deployment

In a professional sports environment, a video asset is most relevant and valuable right after it has occurred, so the ability to extract in-game highlights to publish in near-real time is critical for driving fan engagement. But in order to do this, the event needed to be accurately and quickly identified and logged, so live logging and multi-cam logging with relevant metadata replicated across camera feeds is critical. With Curator, the Team doesn't have to wait for the game to end before loggers and editors can begin editing and publishing content. Curator makes it possible for the Club to publish and promote gameday action mere minutes after its occurred on the pitch, which drives fan engagement via exciting new content in near real time.

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## Curator's Publishing Capabilities:

- » The asset can be imported as a live growing streaming proxy or as a growing hi-res file. The live growing proxy is typically available with a short 6-10 second delay from the hi-res source.
- » Access and use of frame-accurate, timecode-aware proxies including whilst high-resolution assets are still ingesting and growing, allowing editors to instantly edit on fresh video assets.
- » Unrivalled asset search and discovery capabilities in the web and creative applications directly.
- » Contextual and concurrent access for tens or hundreds of users across different departments.
- » The content is almost instantly available globally so producers and editors can access content and create collections of assets they want editors to use. This makes the archive accessible to a wider audience generating new ideas for creating original productions.

“ With Curator, we can quickly find match-day video footage and almost instantly get it in front of our fans across the globe. We've drastically reduced publication times, and bottlenecks, and have ultimately generated more ROI on our video assets.

*Editor & Executive Producer*

## ARCHIVING

# Content Preservation for a Champion's Legacy

As a Premier League team with nearly 150 years of history, the Football Club needed a way to securely preserve their expansive library of assets and ensure that all assets are protected in multiple locations and accessible on different technologies. They wanted to monetize their expansive library of assets to generate unrealized video content ROI without incurring new production costs.

Moreover, the Team needed to leverage AI and relevant metadata tagging during the ingest of archive material to ensure more efficient content migration, as well as revitalize their archive with rich metadata to make it highly searchable and monetize existing assets.

By leveraging Curator, the Club now has a means to securely preserve – and easily access – their massive video library from anywhere in the world, making it easier and more efficient to create new video content out of existing video assets, leading to greater video archive monetization. Furthermore, the Team's video editors can now easily access archived video footage via streaming proxies, and are unburdened by heavy download times associated with massive video files.

## Curator's Archiving Capabilities:

- » Curator has comprehensive automated archiving rules allowing integration with both an on-premises archive in LTO and direct archive to AWS Glacier. Curator's Analytics can also be used to identify any assets that have insufficient copies available ensuring Archivists have timely and accurate information to take any required action.
- » Since the entire archive is available for content re-use, more new programs can be created using material already in the archive that may not have been previously viewed by the public.
- » XML ingest capability allowing media managers to bulk ingest existing metadata. This XML ingest supports both asset ingest (for example media, subclips and archive files) and controlled vocabulary ingest (for example players, teams and matches).
- » When migrating archive assets, Curator imports asset metadata and path information and creates placeholders in Curator, which allows users to search and find archive assets to add or edit metadata and to initiate restore requests.
- » Curator includes a background workflow option which creates proxies for archive files as a background process. This background workflow can be configured to run during quiet system periods.





## Results fit for Champions

As our client continues to utilize Curator, their teams are increasingly pleased with the improved video output and the ease of using the entire system. Curator is also vital to the Club's video operations as a pillar of its growing TV channel, which is used to engage their massive global fanbase.

- » Fast turn-around production and live event reporting.
- » A content factory with output publishing to various platforms or content delivery agents.
- » Production Asset Management with built in Review and Approval (R&A) workflows.
- » Standards and Compliance and R&A annotations published live into editing environments
- » Driving automated conform of the original high-resolution asset through an integrated conform service.
- » Centralised asset registry for enterprise search and fulfillment of assets for a wide range of requirements.
- » Integration with scheduling and playout systems.



**Interested in knowing  
more about IPV Curator?**

**Feel free to reply to this email  
or let's schedule a call.**

*Gabrielle Skidmore - Director of Marketing Campaigns*

**BOOK TODAY**