

Media & Content Asset Management, Doordarshan Kendra

Media Asset Management Installation and Integration

Customer Situation

- National Broadcaster looking for a Enterprise Media Asset Management Platform to integrate with existing independent platform / departments.
- Commedia was involved in Design, setup, installation, integration and testing for this project.

Challenges

- Customer wanted a production MAM and integration with existing Quantum online storage and archive library for automatic archival and retrieval as per the workflow
- Customer wanted automated file processing workflow
- Automated file-based ingest
- Customized metadata form with granular rights
- Automatic transcoding and encoding to the in-house format with QC report attached to the file and media information attached to the file
- Workflow design tool to create multiple workflow and implement
- Extend the MAM to play-out and automation - MAM in near future

Actions Taken

- Commedia had to choose the solution/product keeping in mind the integration with existing workflow.
- Commedia offered the Dalet MAM platform for seam-less integration with the existing online storage.
- Commedia team trained the team to develop custom workflow.
- Build the custom workflow for automatic file movement from ingest to distribution with manual approvals for QC.

Results and Benefits

- Successful Implementation of best-in-class MAM and integration with the existing workflow.
- Future proof enterprise platform for expansion with minimal production down time.

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