MORE TIME AND MONEY FOR STORIES

MEDIALOOPSTER MEDIA ASSET MANAGEMENT
MAKES IT EASIER TO MANAGE E-SHOTS AT UFA SERIAL DRAMA

THE CHALLENGE:
TO MANAGE E-SHOTS ACROSS ALL PRODUCTIONS

UFA SERIAL DRAMA (SD) currently produces up to five different series at two locations, Studio Babelsberg in Potsdam and in Cologne. For each production, countless e-shots ('establishing shots' or 'opening scenes') are produced, which have to be saved, catalogued and managed for efficient usage purposes.

The portfolio of e-shots subdivided by productions is growing continuously. It is no wonder that it is easy to lose track of these and that the editors increasingly resort to clips that have already been used. What is equally problematic: e-shots that are not used straight after being taken can fall into oblivion. Due to this problem, new clips often have to be produced. That costs time and hard cash.

In order to overcome these challenges better than previously, UFA SD was on the lookout for an efficient system solution that could be used to manage all e-shots across every production.

The expectations of the system being sought were formulated very precisely:

- Easy cataloguing of e-shots in order to find the assets quicker

- Sharing the e-shots across different productions

- Multi-client capability

- Granting of authorisations for different productions

- Direct integration of the system into the Adobe® Premiere® Pro CC editing system

- Easier technical exchange of hi-res data whilst automatically generating preview material at the same time

- File-based access to hi-res material for editing with direct connection to the production environment

- Application-based access for indexing and managing the material without direct connection to the production environment

THE SOLUTION:
CATALOGUE, FIND AND SHARE ASSETS FASTER WITH MEDIALOOPSTER AND THE PANEL FOR ADOBE® PREMIERE® PRO CC

The media asset management system, medialoopster by nachtblau, fully met all the requirements and has been in action successfully at UFA SD since September 2015. The convenient indexing system enables all e-shots to be catalogued by their content. The search function allows users to quickly find the clips they want. medialoopster can be used to show several productions in the system. This means that the respective contents can be managed separately in both logical and physical terms.

Using the medialoopster panel for Adobe Premiere Pro CC, the editors can access the moving image material directly from editing without having to leave
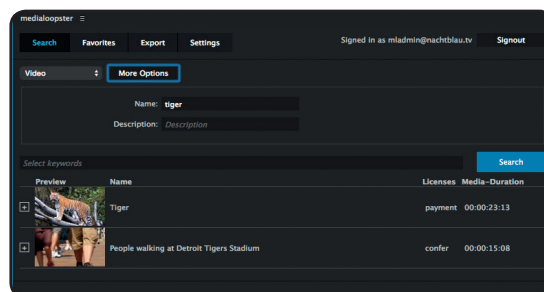
the editing program. The internal workflow provides fast access from editing and ensures that the necessary metadata is available in no time at all.

The medialoopster MAM system has been installed at the locations in Potsdam and Cologne. At the moment, 25 users manage, utilise and share around 5,000 e-shots from five productions. The moving images are assigned to the individual series and can only be used for these. At the same time, the integrated rights management function can be used to release assets for other users across all productions.

THE BENEFITS:
SIMPLY MORE EFFICIENT EDITING PROCESSES

After integration of the server with the company network, medialoopster can be used immediately without any further software installation. The customised pre-configuration of the solution reduces installation times dramatically and means medialoopster can be used productively in no time at all. The Premiere panel offers seamless editing processes, without having to change the program. In this way, the editors can quickly exchange the e-shots using the favourites lists previously created. The speeds up the preparation for editing as well as access to the selected clips considerably. The directors can select clips beforehand and pass them onto the editor using the share function. Compared to earlier, this significantly reduces the
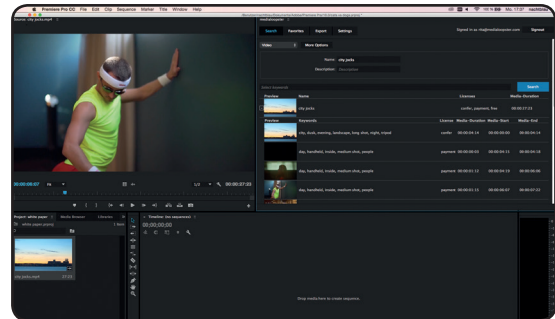
time it takes to look for assets in the editing room. Marc Schwellenbach, post-production supervisor at UFA SD, summarises enthusiastically:

'medialoopster goes a long way to simplifying and speeding up our editing processes. To put it another way: the extra efficiency from medialoopster frees up more time and money to let us concentrate on our core job – the production of exciting stories. As a pre-configured complete system with all the necessary functions, the solution is really easy and intuitive to operate. Furthermore, individual requests for adaptations have been implemented by nachtblau in a very prompt and solution-oriented manner.'

ABOUT UFA SERIAL DRAMA GMBH

UFA SERIAL DRAMA is a wholly owned subsidiary of UFA. The production company is behind successful series like 'Gute Zeiten, schlechte Zeiten' [Good Times, Bad Times], 'Unter Uns' [Among Us], 'Verbotene Liebe' [Forbidden Love], 'Hinter Gittern' [Behind Bars], 'Verliebt in Berlin', 'Wege zum Glück' [Ways to Happiness], 'Die Pietshow' and 'Alles was zählt' [All That Matters]. With around 25,000 episodes produced for numerous series, the people at UFA SERIAL DRAMA can build on extensive production expertise. Every day, the procedures, methods and technologies used are researched and optimised.

ABOUT NACHTBLAU GMBH

Since 2005 nachtblau has been developing and producing ambitious media, IT and broadcast projects for TV, film and Internet. Experienced media and IT specialists provide the client with technical services, software solutions, the latest equipment and effective support surrounding moving image production.

As a full-service partner, nachtblau accompanies all work processes from planning, development and implementation through to the individual adaptation of production storage, video editing and media asset management or video asset management systems. medialoopster was developed by nachtblau and is successfully used as an MAM solution by reputable clients as well as in its own moving image productions.