



Executive Brief for Media Creators and Publishers:

# SPINNING YOUR EXISTING CONTENT INTO GOLD

Tap into new revenue opportunities by enriching content through your video production workflow.

## EXECUTIVE SUMMARY

Video production and post-production teams generate tremendous volumes of potentially valuable content as they work on projects and meet their deadlines—but much of this content remains unused after a project is completed. How can they maximize the full potential value of all this content? As an executive, director, or workflow decision maker for your organization, consider optimizing your team’s workflow to actively manage, then continuously enrich your content with metadata—valuable information about or generated from that content. With the ability to find content effortlessly based on new insights by your team with powerful new enrichment tools to make your content more personal and dynamic for your audiences, you can unlock untapped value in remonetizing materials in ways that enhance your organization’s competitive differentiation and ultimately boost revenues.

## INTRODUCTION

**The challenges of repurposing content.** Most video production and post-production teams are laser-focused on the immediate demands of content creation and projects in flight. It’s no wonder: Many face a rising number of requests to deliver engaging, high-resolution content within ever shorter deadlines. Content creators must follow tight, efficient workflows to produce finished assets on time and on budget. Meanwhile, content libraries and archives are growing. And often, that content is stored in multiple, distinct systems, making it difficult for teams to find and reuse material after projects are finished.

**Transforming how you approach content management.** For the production executives and creative directors responsible for optimizing workflows and uncovering new revenue streams, transforming how you approach content management and enrichment should be a top priority. If you can break free of your team’s sole focus on current projects and establish a new content management workflow, you can help unlock greater value in your ever-growing content library.

**Capitalize on new revenue opportunities.** By continuously enriching content—adding metadata that makes it easier to find and reuse content assets, your team can better differentiate your services from those of competitors and capitalize on new revenue opportunities. With the right strategy and right solutions, you can achieve these benefits while further enhancing the efficiency of your existing work.

**OVERWHELMED BY GROWING CONTENT LIBRARIES?**

[Download the eBook - “Overcome Your Content Management Hurdles.”](#)

### MOVE BEYOND HIGH-EFFORT, SERIAL PROCESSES

For many content creators, production is a straightforward, linear process that starts with raw assets and ends with a finished asset or deliverable. Once a project is completed, the team picks up again with the next project. This high-effort, serial process repeats endlessly. Though each project might be managed efficiently, many teams do not take advantage of efficiencies across projects because they are not making the most of all the content available to them.

Each project generally starts with a large amount of raw content to work with, which the team refines and hones to create the finished asset. During the content review process, team members add metadata only to the content used in the final production. The other material is sparsely tagged. If it wasn't used, why not?

#### Enriched data opens up revenue-generating opportunities.

The untagged content could be valuable, though. If team members could efficiently and routinely enrich that content with metadata, such as time-coded transcription, translation, object and person identification and tagging, they could more easily find and reuse that content for new projects and new types of revenue-generating opportunities. One of those unused takes or shots that didn't make the final cut could be part of an entirely new deliverable.

### ENRICH THE CONTENT IN YOUR GROWING LIBRARIES

How can your organization enrich the content you are collecting?

**Step 1** - The first, foundational step should be to consolidate your content storage. Your team members shouldn't have to refer to spreadsheets or rely on their memory or cryptic notes to determine which hard drive or storage system holds a needed clip. Creating a single, shared environment gives you vision across the content held by your entire organization, and will make it simpler to manage your growing content library while also enabling users to quickly find and retrieve files.

**Step 2** - Next, adopt an effective asset management solution. An asset management solution can help you better organize the content you are collecting and identify valuable material that team members need to find later in a highly visual search interface.

The right asset management solution will not only help index and organize your content, but also provide tools that enable your team to enrich it as part of your production workflow. For example, it will enable you to harness your team's expertise into a content identification and tagging process, tap into automated, cloud-based artificial intelligence (AI) and machine learning (ML) capabilities, and dynamically integrate with external data sources.

### HOW CAN DIFFERENT TYPES OF ORGANIZATIONS BENEFIT FROM ENRICHING CONTENT?

**SPORTS BROADCAST STUDIOS** can reuse content to generate social media clips, superfan packages, promos, and historical compilations and retrospectives.

**ANIMATION STUDIOS** can use extra material from productions for producing games, marketing assets, 'behind-the-scenes' content, sequels, or spinoffs.

**MOVIE STUDIOS** can tap into unused shots, angles, and takes from film productions to create bonus material, be a key part of social media and promotion efforts, or even new, alternate versions of films.

**HOUSES OF WORSHIP** can use repurpose recorded events for social media, share sermons with remote community members, or build theme-based compilations to quickly generate new engagement.

**CORPORATE VIDEO DEPARTMENTS** can reuse content as B-roll to enrich other productions, from internal training videos to customer-facing marketing materials and social media content.

## *Adding Content Expertise*

When production teams first implement an asset management strategy, the goals are typically to increase production speed and improve efficiency. But your content management strategy can do more than shrink the timeline of each individual project.

Leveraging your team's content expertise within your asset management workflows can help build up layers of enrichment steps that add greater value to your content now and in the future. Your team has no doubt accumulated significant expertise at identifying potentially useful, unique, and interesting material, and what characteristics of your subject matter have the most interest and relevance for your field.

> **Example** - For example, a production team focused on sports video likely knows when a particular player or event could be used for a future compilation reel. By tagging and grading that material with an asset management solution during production, you can more easily recall and reuse that material later.

Once you've refined content tagging and refinement steps into your workflows, you can then expand that expertise by expanding your content library. Your team can acquire access to new content libraries or create them by digitizing analog sources and then quickly move that material through your highly optimized process. With more content reach and deeper access to valuable domain content, you continue to build your competitive advantage.

## *Tapping into Artificial Intelligence (AI) and Machine Learning (ML)*

Incorporating AI and ML tools into your asset management strategy is a powerful new way to unlock further value from your content. These tools are easily invoked at minimal cost, at any time, and bring enormous insight to your assets, performing highly specialized work quickly, around the clock.

> **Example** - For example, by applying automatic transcription capabilities to video assets as you ingest them into your asset management system—or by running transcription tools on your archived content library—you can create a timeline-encoded set of keywords for every video in your collection. Users can then not only find files by specific keywords or phrases, they can go directly to the exact moments in video clips where those keywords are mentioned.

Beyond text-based search, these tools can apply visual learning capabilities as well—making search by images possible. These tools scan every frame to identify and name objects in the frame and describe the scene. Your team could quickly find all videos that feature a particular celebrity, politician, or athlete, for example. Similarly, you could scan for brands, logos, or trademarks to uncover content that may have unknown licensing or clearance requirement.

These cloud-delivered tools evolve new capabilities quickly and can be folded into your workflow and your asset management solution. Above all, they automate work that would severely task your team, freeing them to focus on creative decision-making to speed content production and other high-priority work.

## *Enriching Content Dynamically*

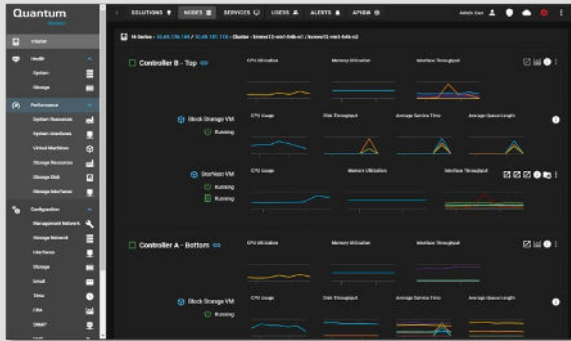
Beyond enriching content with your team's expertise supplemented by AI tools, you can also dynamically enrich content in a number of ways based on live external data sources.

> **Example** - First pioneered by sports broadcasters, an example would be to integrate data from sensors in a playing field or racetrack into shots of the action. This adds a new, data-driven dimension to assets. For example, a shot of a racecar rounding a turn could not only identify the objects in the scene like racecar, racetrack, but sensor data, such as the car's speed or location during the shot. This content can be not only captured and associated with the shots during broadcast, but also adds as another metadata source to give new life and dimension to library assets.

This form of dynamic enrichment enables a new wave of content personalization at the point of delivery where you can personalize the asset to a geographical region, or even down to individual users. The delivered content, such as advertising or social media outreach, could be personalized according to geographic information, language, search results, social customs, or other input, making your content highly memorable, personal, and deepen fan attraction and amplification.

## ENRICH YOUR CONTENT WITH STORNEXT AND CATDV

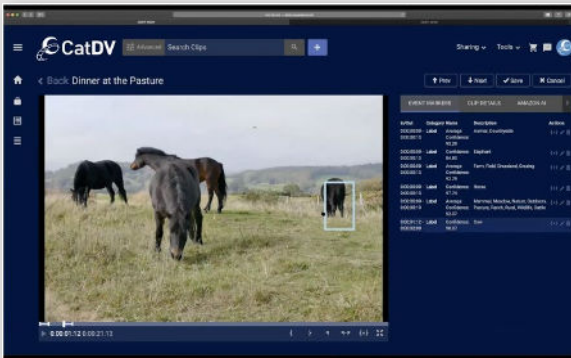
The Quantum StorNext® File System and CatDV Asset Management Platform can help address the challenges of storing, managing, and repurposing fast-growing volumes of content.



Quantum's StorNext shared storage file system gives you insight into your content assets across your entire storage workflow.

### STORNEXT FILE SYSTEM

StorNext enables you to create a single, centralized, and scalable environment for your growing content library. Bringing together disparate storage environments makes it easier to find and retrieve valuable material. [Learn More.](#)



Quantum CatDV indexes and organizes all of your content, and offers a highly visual interface to search, discover, and enrich that content further with human expert or cloud delivered tools.

### CATDV ASSET MANAGEMENT PLATFORM

CatDV provides the tools for transforming your asset management workflow. You can capture your team's content expertise, automate AI-based enrichment, and enable dynamic content enrichment. CatDV integration with cloud-based tools gives you access to video transcription, object recognition, and other intelligent capabilities. You can easily add meaning to your content, making it more discoverable and more valuable. [Learn More.](#)

## TRANSFORM YOUR ASSET MANAGEMENT AND INCREASE CONTENT VALUE

As your team works diligently to complete a growing number of projects in ever-tighter deadlines, it might be difficult to uncover all of the hidden value in your content. The right storage file system and asset management solution can help you maximize that value by empowering you to enrich content in new ways.

When teams can quickly find specific types of content in your fast-expanding library, your organization can more easily reuse and remonetize that content. And with new, optimized asset management workflows in place, your creative teams will be well positioned to acquire even more content. You can scale your monetization efforts and capitalize on emerging opportunities for building your brand, and audience.

To learn more about Quantum StorNext and CatDV, visit:

[www.quantum.com/stornext](http://www.quantum.com/stornext)

[www.quantum.com/catdv](http://www.quantum.com/catdv)

## Quantum

Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit [www.quantum.com](http://www.quantum.com).

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