



ObjectMatrix

Films at 59

Postproduction with a Vision
By Jamie Lawrence, Workflow Consultant,



Established in 1990, Films at 59 has over 25 years of experience providing creative and cost-effective pre- and post-production services to film and Television content creators. Providing services to a range of high-profile programmes, including Planet Earth II (BBC One), Sherlock (BBC One) and Restless Legs (Channel Five), we operate from two main sites in Bristol and Cardiff.

At Films at 59, we believe our dedication to providing a smooth and efficient service, (from camera hire to the postproduction stage), is the reason we're one of the most successful postproduction facilities in the country. Our team works across all genres, including drama, factual entertainment, documentary and children's.

Amongst a range of services including kit hire and freelancer crews, Films at 59 primarily offers postproduction services. This means we often handle production files, which then need to be edited and returned to the client for review. Our clients are based around the globe, so it's imperative that we have an effective system in place to manage this workflow. We are committed to providing customers with the right environment to fulfil their creative ambitions and are looking to increase the efficiency with which we do this.

Coping with Content

With a deluge of content filtering through our hands, it was becoming increasingly difficult to manage where a piece of content was at one time, not to mention time-consuming. Even upon ingestion, we were finding the management of content problematic. With so many different versions of content making its way between the client and ourselves, it was challenging to identify whether the copy had been ingested like-for-like. Particularly in cases where content items are ingested from another platform, they can easily become corrupted. On top of this, although a rarity, ingestion of content can sometimes carry the risk of exposure to malicious software. At no fault of the client or partners, infected content was a palpable threat to our operations, and one which we felt we were not taking adequate precautions against. In the past, our only viable option was to implement a third-party application. Although this was somewhat effective, it remained a time-consuming process, as well as costing an additional \$99 per license, per machine.

Aside from the fact that searching for content is labour intensive and time-consuming, many of the issues facing the Films at 59 team are security related. Our previous media management system was not predisposed to the sharing of content and so it was often difficult to ensure that by providing access to one client, we were not inadvertently sharing another clients' content. For content producers, the leakage of programme 'spoilers' can almost completely devalue the programme itself, so stringent protection protocols are of paramount importance.

Second to the issue of effective content management, we also strive to ensure the content-reviewing process is as simple as possible, allowing for the highest level of creativity.



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Streamlining processes

We enlisted post production integrator, Digital Garage, to help us analyse the market and find the right tools to solve these challenges. With extensive knowledge and understanding of the market, it was able to easily understand our business and enable us to determine the solutions, which would be able to make a difference to our workflow.

After a significant market review, Digital Garage assisted us with the selection and implementation of Object Matrix's Digital Content Governance platform, MatrixStore, to consolidate multiple media workflows onto one scalable platform.

As well as choosing 528 Terabytes of MatrixStore object storage, we also implemented MatrixStore Vision: a browser-based content search and collaboration tool, which enables efficient searching, uploading and downloading of data within an easy-to-navigate user interface. It made sense for us to engage a solution which provided both storage and search and collaboration capabilities, but at the same time allowed our team to flourish. There are no advantages to a tool which takes hours to learn how to use. Films at 59 were able to streamline search procedures as a result of this, without needing to install additional software. Our talented team can now spend more time putting their skills to good use supporting clients, rather than trawling through masses of content or learning how to use a complex system.



Furthermore, we have also been able to transform our reviewing process with the help of MatrixStore's user management features. In the past, there was always the worry that some content may be unintentionally shared with the incorrect client. It is now possible to give authorisation for particular clients to quickly search and preview assets using only their web browsers, ensuring that they only have access to the correct content. Being web-based was particularly important for us, as our clients could then easily access and review content wherever they may be, all from a simple browser. It has always been essential to us that our review process naturally facilitates creativity for our valued clients. By utilising a simple and easy to use platform, we can be sure that this is the case.

As mentioned previously, searching for content amongst such a large amount of data was also becoming an issue. Data Asset Management tool, DropSpot, by Object Matrix, enables users to tag objects with metadata upon ingestion. This metadata can then be extracted at a later date, enabling instantaneous location of data. One of our main goals throughout this installation was to reduce processes and save our team valuable time. By improving the management of content upon ingestion, the Films at 59 team can more effectively locate items of content from the off.

Most notably, however, DropSpot is able to ingest items into the system without the need for a third-party application to carry out verifications. This returns to my earlier point about the difficulty involved with identifying whether content has been ingested as a like-for-like copy, particularly when ingesting from a separate platform. Using MD5 as a checksum, DropSpot is capable of carrying out verifications at the time of ingestion to ensure a bit-for-bit copy at no extra cost.

We have found it much easier and quicker to search for files having streamlined the process thanks to a comprehensive, cost-effective and easy to use storage solution from Object Matrix. Our clients' content is safe, and the reviewing process efficient. This helps us at Films at 59 to focus on what we do best, making the production experience as creative and enjoyable as possible.

Object Matrix Ltd

To learn more about [MatrixStore](#), please visit

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