

INTEGRATED MEDIA PRODUCTION STRATEGIES

The challenge of producing and distributing content for multiple different platforms is increasingly present for Public Service Media organizations. The IMPS programme was set up to assist EBU Members in their integration of television, radio and online in the newsroom and to enable fast, high quality and efficient content production that match the needs of the different consumer platforms.

BACKGROUND

Most broadcasters now produce and distribute content for multiple platforms. These include linear television in SDTV and HDTV; non-linear and hybrid services such as catch-up TV; services to mobile devices; and so forth. The same applies to the radio services of broadcasters, and online portals, since nearly all broadcasters now have online portals of one kind or another. EBU Members need to be able to provide content that matches the needs of all these services simultaneously.

Media consumption patterns and the devices being used are changing at a rapid pace. As a result, broadcast organizations must adapt. Topics of concern for broadcasters include: organizational matters, corporate cultures, the way broadcast professionals work, the definition of new workflows, and the introduction and application of new production technologies.



DR's 'media city' – DR Byen – An impressive testament to the Danish broadcaster's convergence-driven thinking.

THE CHALLENGE FOR PUBLIC SERVICE MEDIA

To address all distribution channels and media consumption devices from a single content management platform, Public Service Broadcasters need to move from production “islands”, where content for TV, radio and online is produced in isolated silos, to a fully integrated set-up. There are numerous interrelated challenges to be overcome this change: interoperability and flexibility in technical systems; a comprehensive and agile media information management system; storage and archiving systems that are adapted to a file-based environment; and multi-disciplined staff.

The benefits from such a transition include efficiencies in costs and resource use and an ability to quickly adapt to changing consumption patterns. But, as with any process that entails significant organizational change, the successful management of that change will be the key to success or failure.

WHAT IS THE EBU DOING?

To help Members respond to these trends and support them through the period of transition, in late 2011 the EBU Technical Committee created the strategic programme IMPS - Integrated Media Production Strategies. Jointly run by the Media and Technology & Innovation departments, IMPS takes an interdisciplinary approach to these production integration challenges, recognizing that the technical and content sides of EBU Members must cooperate on these issues.

THEME VISITS TO INTEGRATED MEMBERS

The main focus of IMPS is theme visits to the premises of Members with advanced media integration. Participants – editorial, technical and management – learn about the benefits and costs of an integrated approach; how change management is being handled; how work processes and functions are redesigned; training and communication for users; and the technical solutions chosen.

DISSEMINATION

Theme visit reports

A report on each visit documents change management, editorial and technical issues in a concrete and practical manner. The reports constitute a wealth of knowledge that Members can tap into.

Network & Learn events

These events, held on a yearly basis in Geneva, allow participants to discuss IMPS findings and issues while networking with their European colleagues confronted in their organization with similar challenges.

CONSTRUCTIVE DIALOGUE WITH INDUSTRY

Another key objective is to identify operational issues that arise when creating content with an integrated approach: interoperability, managing metadata, and identifying barriers to accessing media information. Members learn about the integration and interoperability issues identified in practical cases and how to avoid them. New requirements are defined and communicated to the manufacturers and vendors. Reference architectures and best practice guidelines will form a framework for Members to follow.

TRAINING & DEVELOPMENT

IMPS Roadshow

The IMPS Roadshow aims at disseminating, in a practical way, best practices, management tools and methods, technology and editorial organization findings. It comprises several modules based on the knowledge and best practices formally collected during the visits and compiled in IMPS visit reports.

EUROVISION ACADEMY Master Classes

Throughout the year, the EUROVISION ACADEMY offers Master Classes on IMPS related issues. Built around best practices and cases studies, Master Classes aim to provide professionals with an understanding and concrete know-how that they can apply immediately on a specific issue.

FIND OUT MORE

IMPS homepage (to join and access documentation)

tech.ebu.ch/imps

EUROVISION ACADEMY (for theme visits and Master Classes)

www.ebu.ch/training