

10 things you need to know about...



Interoperable File Based Production

- 1** File based production is a change in the workflow of a media organisation: you must adapt or else

To benefit from the new technology you must be ready to analyse and change the way things are done. Conducting workflow analysis across the organisation will allow you to identify services and processes. And it's not just about engineering – you have to include all departments. The change has to yield an increase in production efficiency.

- 2** Technologies should always comply with open standards such as MXF, or open and standardised compression systems

Watch out for the different “flavours” of MXF for example. Follow the work of the EBU's Strategic Programme SP-HIPS, which works to help broadcasters improve efficiency and ensure interoperability.

- 3** Make provision for systematically-added and accurate Metadata to your content

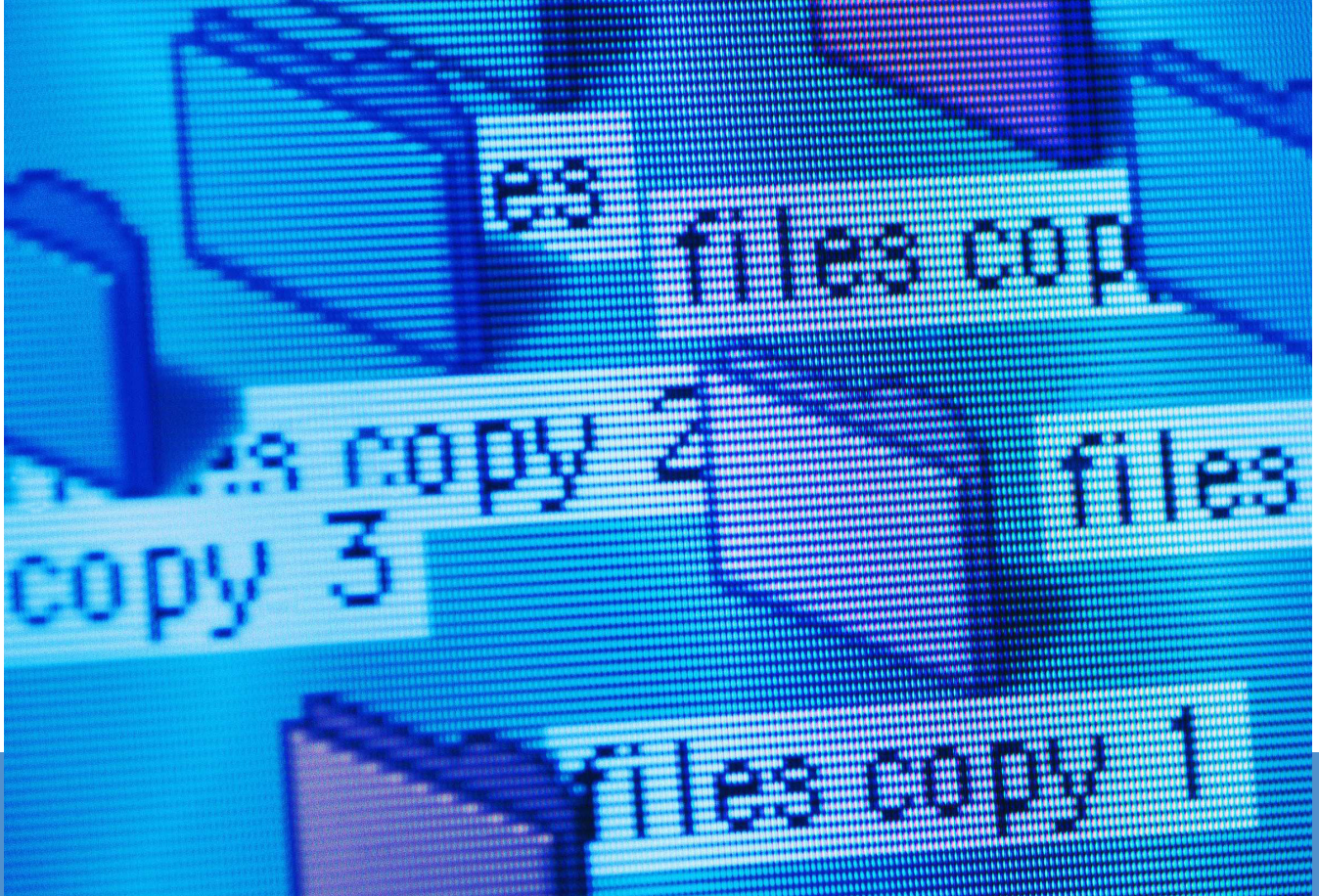
EBU has developed “EBU Core” to provide the foundation for this. You can start there

- 4** Increase automation from creation to play-out on all linear and non-linear platforms

Always have the big picture in mind: produce once, but for multiple delivery platforms

- 5** Integrate the archive as a fundamental part in the production landscape

See EBU Tech Report 006 which gathers the archive experience from many broadcasters.



6 File based production needs to be HD ready.

This puts particular requirements on the storage and networks, file management and the video compression system you use. Make sure to maintain the technical quality of your assets (see EBU recommendations on HDTV studio codecs)

7 Drive towards a common master HDTV production format (e.g. HD with 1080p/50) that can serve as common denominator in the near future

This will require forward-looking planning of your infrastructures to cope with the bit-rates and storage requirements

8 Workflow analysis may lead to changes in staff profiles

For example, journalists may need to become editors; traditional broadcast engineers may have to become IT specialists with broadcast know-how. Training is key to ensuring staff engagement as you proceed with changes.

9 Adapt process and service models from the IT industry

The joint EBU AMWA FIMS project is currently defining a common model

10 Never forget the audio

Issues like Lip-Sync, Audio Quality and finally audio Loudness are also at the core of file based production.

