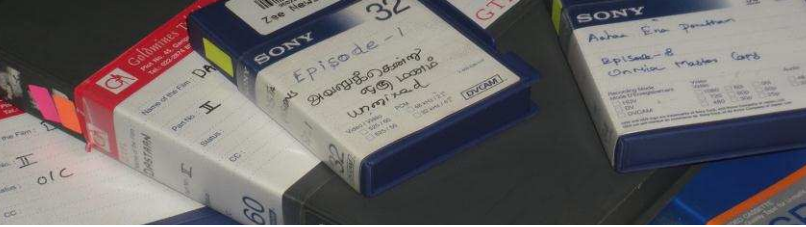




## Analog to Digital transition

of 55,000+ hours of tape content for one of the largest entertainment company





## About the Client

The client is a leading content company offering entertainment content to diverse audiences. With a presence in over 173 countries and a reach of more than 1.3 billion people around the globe, the client is among the largest global content companies across genres, languages, and platforms.



## Business Need

The client has content facilities in Mumbai, Noida, Chennai, Hyderabad, Kolkata and Bangalore in India. These facilities stored legacy content in various Tape formats - U-matic, DV, DVCAM, DVCPRO, Beta, and Digi Beta. The need was to digitize all these tapes with basic metadata to get them archived in their Digital Asset Management platform. This required the following activities to be performed.

- The transition from analog tapes to digital library
- Quality assessment
- Video artifacts corrections
- Audio/Video balancing and sync
- Content alignment
- Editing and repurposing for creative master preservation
- Technical metadata
- Descriptive metadata (Synopsis)
- Mastering for digital platforms



## Challenge

This was a unique project with unique challenges. This had logistic issues, required careful handling of fragile tapes, clean-up, repair and then the actual digitization. Some of the issues faced with the tapes included

- Heavy fungus on 5000+ hours of U-matic tapes
- Sticky issues with 4000+ hours of tape
- Physical damages on 10% of the tapes

## Prasad's Solution

### Inventory, Transportation and Storage

Prasad had to take stock and categorize all the tape formats at all the client's India locations and then pack them and dispatch it to their Chennai headquarters. A separate vault was created for the safe storage of tapes at Prasad.

### Physical Repair and Cleaning

Visual examination of each tape was done by experts. Tapes were classified for physical cleaning or RTI machine cleaning depending on the condition. Prasad has a dedicated Physical cleaning team who run the tapes through the physical cleaning system with multiple passes to delicately remove the fungus. RTI cleaning was also followed before the tapes were digitized. The baking process was recommended for sticky tapes.

### Bulk Processing Technologies and Customized Workflow

Our workflow had the right technology built-in to facilitate bulk digitization, QC and artifact removal. The workflow was fine-tuned to ensure less than 1% error on the deliverables. Descriptive metadata was created using a customised workflow and strict QC processes

### Training of Manpower

Extensive training was provided to the technical team to ensure that processes and workflows are well understood and followed during the bulk processing. A team of metadata experts was developed and trained to add the descriptive metadata including a short synopsis, EPG synopsis, keywords and character list as per the strict guidelines provided by the client for language, grammar etc. Periodic maintenance of legacy VTRs was strictly adhered to. This ensured no damage happens to the machine or the tapes.

## Key Benefits

- Prasad took care of the complete logistics ensuring minimum effort from the client
- More than 90% of the tapes were restored to the expected quality level and then digitized
- Moderately damaged tapes were also restored and digitized which delighted the client
- Met the strict deadline expectations

