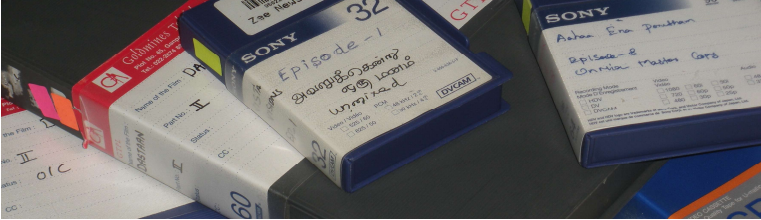




3,000+ Hours of Tape Digitization for an Arab Media Giant





About the Client

- Established in 1993, the client is the largest broadly diversified media conglomerate in the Arab world. The group companies operate in theatrical film and television production, acquisition and distribution, television broadcasting, teleports and pay tv. It has a catalogue of more than 1500 Arab classical films.



Business Need

- The client needed to modernize its vast archive of 2036 tapes containing 2568 episodes of valuable content. It wanted to preserve and digitally make it available for future access. These tapes varied in duration, including 60-minute, 90-minute, and 120-minute formats.



The Challenge

- The task at hand was not only to digitize this extensive collection but also to ensure that the quality of the content was maintained or improved throughout the process. The sheer volume and variety of tapes presented logistical, technical, and quality control challenges that required a meticulous and comprehensive approach.



Prasad's Solution

To address the challenge, a multi-step digitization process was implemented:

- Inventory Creation:** A detailed inventory of all 2036 tapes was created to ensure accurate tracking and management throughout the digitization process.

Cleaning Process:

- Manual Cleaning:** Each tape underwent a thorough manual cleaning to remove any physical debris and contaminants.
- Auto Cleaning:** An automated cleaning process was subsequently applied to enhance the tapes' condition and prepare them for digitization.

Ingest:

The tapes were ingested, meaning their content was scanned and converted to a digital format. This crucial step involved creating uncompressed MXF files, preserving the original quality of the content.

Transcoding:

The uncompressed MXF files were transcoded to MOV format. This initial MOV was in standard definition (SD) and represented the raw digitized output.

Restoration and Upscaling:

- Auto Restoration:** The SD MOV files underwent an automatic restoration process to improve the visual and audio quality.
- Upscaling:** The content was then upscaled from SD to high definition (HD) to meet modern broadcasting standards.

Colour Grading and Mastering:

The upscaled HD files were subjected to colour grading to ensure visual consistency and quality. Finally, the files were mastered to produce the final deliverables.

Deliverables:

The final deliverables included the raw digitized MOV files in SD and the MOV files in 422 HQ format, providing high-quality outputs suitable for various broadcasting needs.

Key Benefits to the Client

The comprehensive digitization and restoration process provided the client with several key benefits:

Preservation of Valuable Content: The digitization process ensured that the valuable content on the tapes was preserved in a modern, accessible format, safeguarding it against deterioration & obsolescence.

Enhanced Quality: The combination of manual and automated cleaning, restoration, and upscaling resulted in improved audio-visual quality.

Operational Efficiency: The creation of a detailed inventory and the systematic approach to digitization streamlined the process, ensuring that the project was completed efficiently and within the allocated timeframe of 2202 hours.

Versatile Outputs: The delivery of both raw SD and high-quality 422 HQ MOV files provided the client with flexible options for future use, whether for broadcasting, archiving, or further editing.

Client Satisfaction: The client was extremely happy with the entire process and the outputs, reinforcing the value and effectiveness of the services provided.

