Adobe Prelude & MediaSilo

mediasilo

Metadata-based workflow automation with Adobe Prelude and MediaSilo.

See how MTV Networks streamlines event workflows to get from red carpet to the web in minutes.

On the forefront of content creation, MTV Networks is constantly seeking ways to streamline production. For the 2013 Woodie Awards (SXSW), Jason Pattan of MTV tried something different. Instead of delivering source files to HQ via satellite feed, he implemented a new workflow based on a combination of Adobe Prelude and MediaSilo.

Within minutes of shooting footage, this workflow allowed Jason to offload files and publish high-resolution clips to a destination site where different departments could immediately view and download files for use.
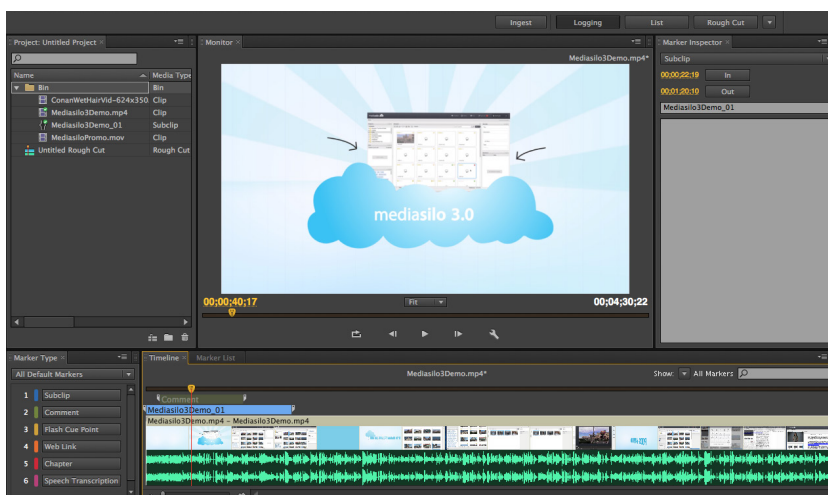
Jason says...

Implementing Adobe Prelude and MediaSilo changed the way we work these events. With no need for a satellite feed, we not only saved money but also got to do something we have never been able to do - see a few bands at SXSW.
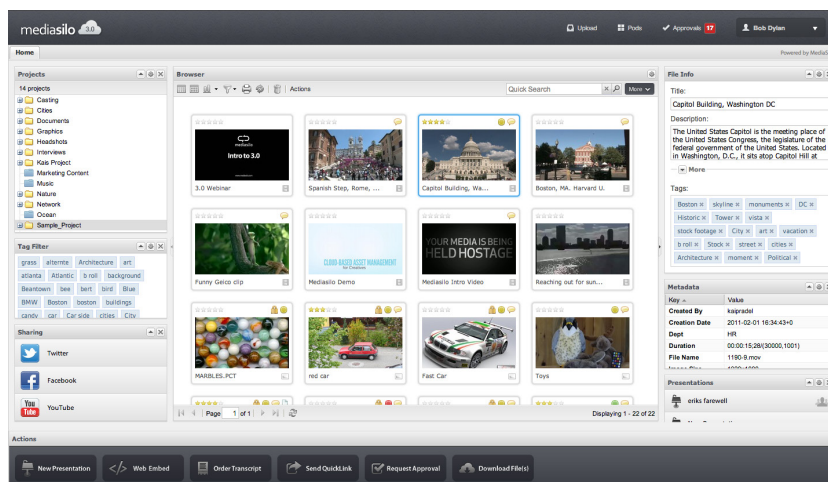
MTV Networks Case Study
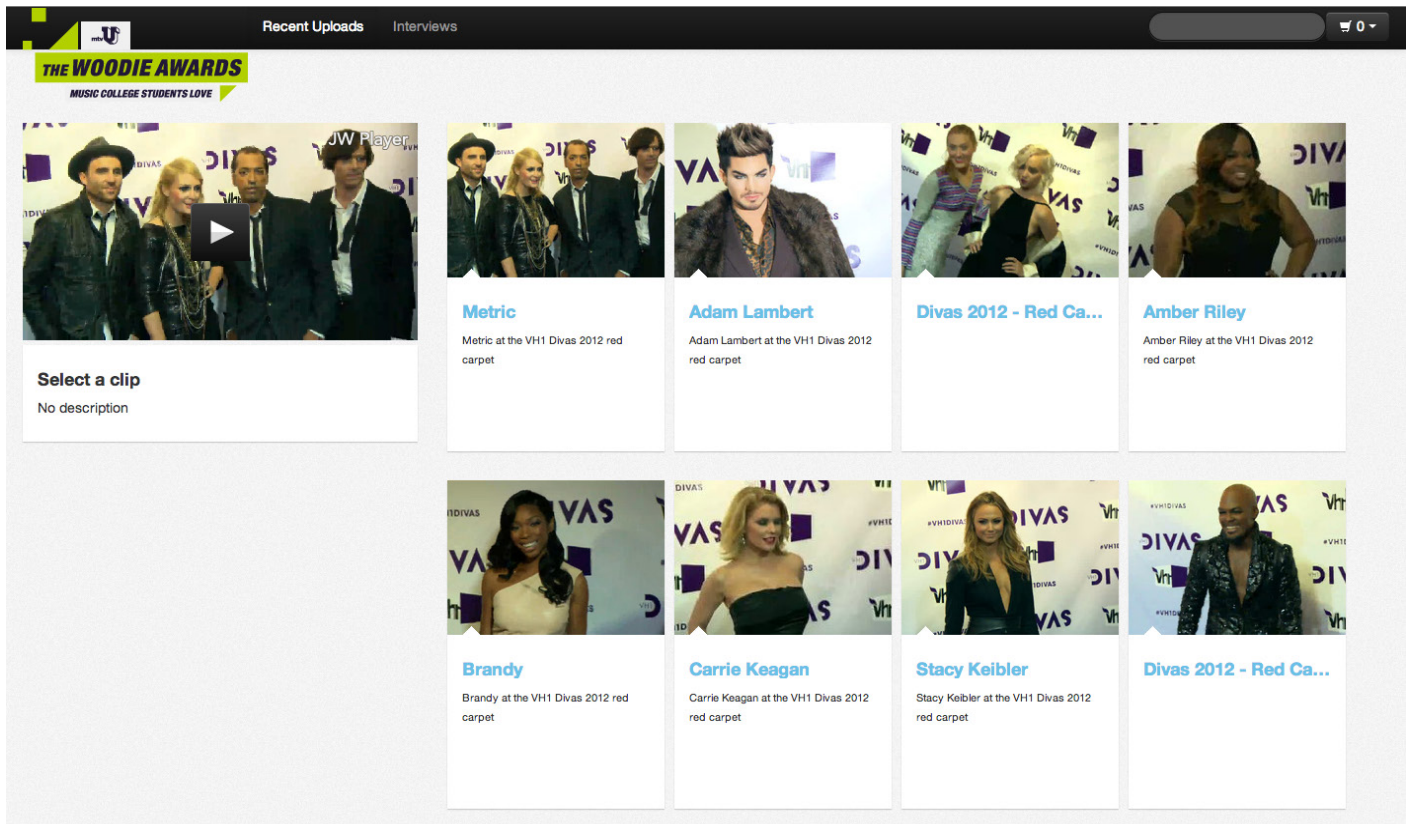
1. Ingest Made Simple | *Adobe Prelude*

Adobe Prelude is used to ingest and tag clips fresh off the camera. Using pre-defined metadata schemas, most of the clip information was automatically applied. From there, Jason creates sub-clips that that when saved get exported as high-resolution H.264 proxies via Adobe Media Encoder. ■

2. Web Publishing Made Simple | *MediaSilo*

MediaSilo's desktop appliction is standing by to automatically upload the proxy files along with XMP metadata stored as part of each file. Once uploaded, MediaSilo's metadata parser reads the XMP schema and routes the file the correct project. Jason and his team can log on and specify which clips should be broadcast. Once approved, clips show up on a dedicated media portal built on MediaSilo's API. ■

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3. The Final Product | *The Woodie Awards Media portal*

The media portal site was created using the MediaSilo API. Driven by category metadata, the site creates dynamic categories of content which makes for a highly automated and customizable workflow. A shopping cart lets users select multiple clips for download.

• Adobe Prelude	Ingest media using Adobe Prelude, create high resolution subclips and proxies that get stamped with XMP metadata.
• MediaSilo Desktop	The MediaSilo desktop app looks for new files in specific directories and automatically transfers new files to the MediaSilo cloud app.
• Approval	Using MediaSilo's Review & Approval workflow or simply by manually changing the asset status files get cleared for publishing online.
• Display	As new files are uploaded they appear on the media portal ready for download by other users. Built on the API, developers can create shopping carts and highly customized user experiences.