The Future is Automated

The landscape ahead for M+E looks uncertain. Automation can ease the journey.

WORKFLOWS AND THE CLOUD
From cloud-based productions to unprecedented storage demands, the supply chain has never been more challenging

SMART CONTENT
The questions around AI, metadata, and analytics are endless. But we do have many of the answers already

SECURITY SOLUTIONS:
Cybersecurity and content protection in M&E is always on defense. Can automation can change that?

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EVERYTHING, EVERYWHERE: FINDING SUCCESS IN THE NEW CLOUD-BASED DISTRIBUTED MEDIA ECOSYSTEM

This transformative field calls for new workflows and a new ecosystem

ABSTRACT: The way entertainment media is created, distributed, and consumed has changed so dramatically, the age of traditional post-production workflows is over, and the age of cloud-based distributed media has begun. Multiple sources, in multiple formats from multiple locations now converge to create new media for global distribution. This transformative field requires new workflows and an altogether new ecosystem.

By Jason Deadrich, CTO, Vision Media

The entertainment industry has undergone a dramatic transformation in recent years, driven by the rise of cloud-based distributed media. This new ecosystem has revolutionized how entertainment media is created, distributed, and consumed, replacing the traditional post-production workflows that have been in place for decades. This new digital environment presents unique challenges and opportunities for media professionals who want to succeed in this field.

Traditional post-production workflows involved a linear process in which media was created, edited, and distributed sequentially. This workflow was characterized by a centralized production system in which media was created in a single location and then distributed to audiences worldwide. This process was slow, expensive, and needed more flexibility to meet the demands of today's fast-paced content consumption landscape.

In contrast, the new cloud-based distributed media ecosystem is characterized by a decentralized, collaborative process in which media is created, edited, and spread across multiple locations and formats. This new system is built around cloud-based technologies and tools that allow media professionals to collaborate and share content in real-time, regardless of their physical location.

THE RISE OF THE CLOUD

Over the past two years, the distributed cloud sector has proven that it has benefited from the pandemic. Virtual work has become standard, and cloud management has been an easy fit based on the nature of dispersed teams and the ways in which they must collaborate. Navigating the recent years has been possible thanks to cloud-based media, and digital productivity and collaboration tools. While distributed cloud technologies were not new to global businesses, they have become integral

GLOBAL DISTRIBUTED CLOUD MARKET SIZE

$13.4B

by 2028

Source: Reportlinker

to how we work. In fact, the global distributed cloud market size is expected to reach $13.4 billion by 2028, rising at a market growth of 20.3 percent CAGR throughout the next seven years.

One of the key advantages of a cloud-based distributed media ecosystem is the ability to bring together multiple sources of content, in various formats, from multiple locations to create new media for global distribution. This ecosystem allows media professionals to access a wide range of content from diverse sources and to integrate this content into new and innovative media products.

For example, a media producer in New York can collaborate with a video editor in Los Angeles, a music producer in London, and a special effects artist in Sydney, all in real-time, to create a high-quality media product that can be distributed globally. This process is made possible by using cloud-based technologies that allow media professionals to access and edit content from anywhere in the world, using various devices and platforms.

Another advantage of a cloud-based distributed media ecosystem is the ability to support new and innovative workflows optimized for the cloud. This includes using cloud-based project management tools, automated

workflows, and secure video streaming that can help media professionals manage their workflows more efficiently and effectively.

STANDING OUT FROM THE CROWD

A critical factor in finding success in the cloud-based distributed media ecosystem is the ability to create high-quality content that stands out from the competition. With the rise of cloud-based distributed media, there is an increased demand for high-quality content that is innovative, creative, and engaging. It is no longer enough to rehash known stories and tropes and expect audiences to clamor to watch. Media professionals must be able to create content that resonates with their target audience and that is optimized for the different distribution channels available in the cloud-based ecosystem.

MANAGING UNCERTAIN RISKS

Another critical factor in finding success in the new cloud-based distributed media ecosystem is the ability to manage risks effectively. The cloud-based ecosystem presents new risks, such as cyber threats and data breaches, that media professionals must be aware of and mitigate. Media professionals must be able to implement robust security measures and technologies to protect their data from unauthorized access. Key risk and opportunity areas for 2023 include Zero Trust security, avoiding shortcuts in your content management strategy, and minimizing vulnerabilities when securing sharing or screening video content.

FINDING CONSISTENT SUCCESS

The rise of cloud-based distributed media has transformed the entertainment industry, presenting new challenges and opportunities for media professionals. To succeed in this unique ecosystem, media professionals must adapt to modern technologies and tools, develop new skills, create high-quality content, stay up to date with the latest trends and developments, manage risks effectively, and manage the financial aspects of their projects efficiently. By embracing these strategies, media professionals can succeed in the new cloud-based distributed media ecosystem and thrive in this exciting and dynamic industry. ⊞
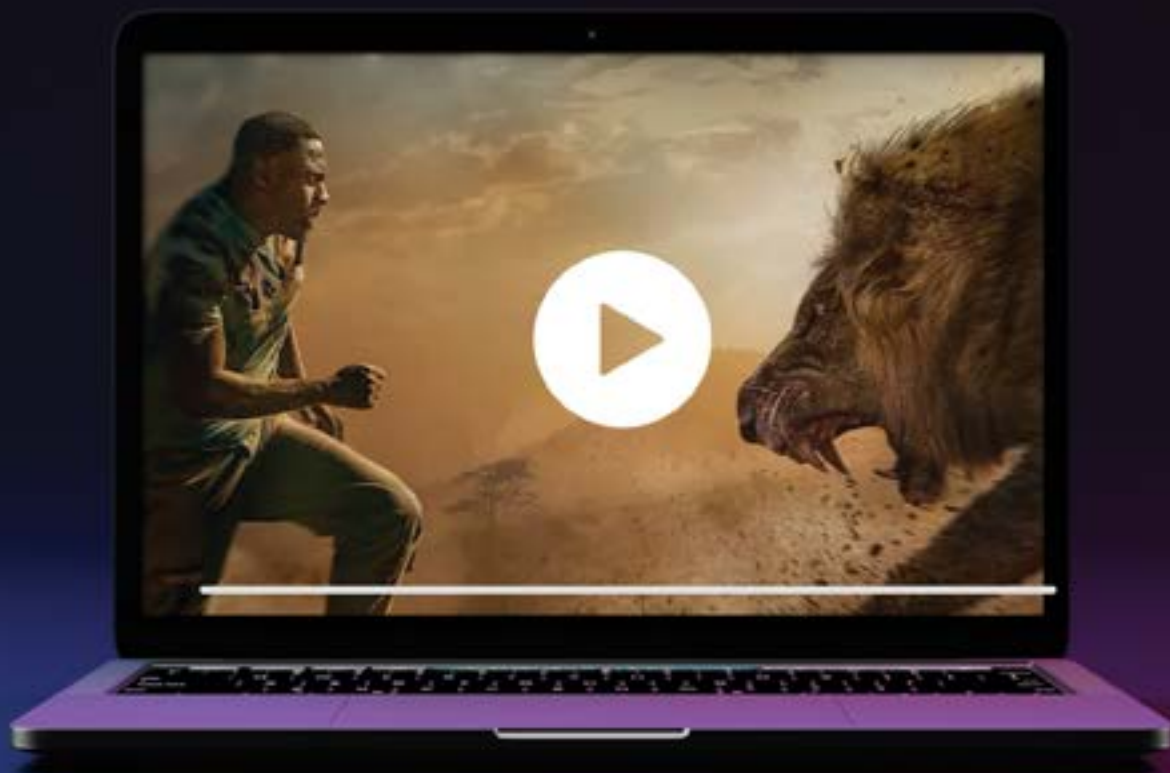
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