Post production up in the Cloud

Mediacorp gains unrivaled flexibility with Remote Editing by Qvest

Remote Editing enables Mediacorp to stay fast, flexible, secure, and collaborative when working remotely

QVEST

More and more broadcasters, publishers, network agencies, in-house content studios, and post production specialists want to edit video files with complete flexibility in a highly intuitive and efficient way wherever they work. For them, cloud editing will be the new normal.

This also applies to Mediacorp's Channel News Asia team: In their 24/7 online news channel business, workflows need to be highly efficient regardless of location. Thanks to the Remote Editing solution installed by Qvest, Mediacorp stays fast, flexible, secure, and collaborative when working remotely.

First-class solution for the country's number one broadcaster

Mediacorp is Singapore's largest **content creator** and national **media network**. It operates eight TV channels, 13 radio stations, an OTT platform, and Channel News Asia (CNA), a 24/7 online news channel. The first and oldest broadcaster in the country is headquartered in the high technology cluster one-north and employs more than 3,000 professionals, including 300 plus journalists. The all-cloud video editing solution from Qvest has powered Mediacorp's newsroom to an even higher performance level.

Situated in the main campus building, the newsroom covers almost 80,000 m² and is equipped with more than 100 workstations for editing and post-production alone. News producers can now work more flexibly and faster than ever – without compromising data security or user experience. Moreover, new virtual editing suites also pave the way for Mediacorp to implement significantly more efficient, collaborative, and remote workflows at Channel News Asia.

Collaboration plus seamless workflows plus project management
The new Remote Editing solution had to ensure **collaboration**, a **seamless workflow** and **project management** for Adobe Premiere Pro projects – and it does. Qvest tailored the system design to meet Mediacorp's requirements to be flexibly adaptable for other departments to use. "Ever-faster production cycles in the media landscape and limited resources, both in the technological supply chain and in terms of skilled staff, call for new solutions", says Thomas Müller, CTO at Qvest Group.
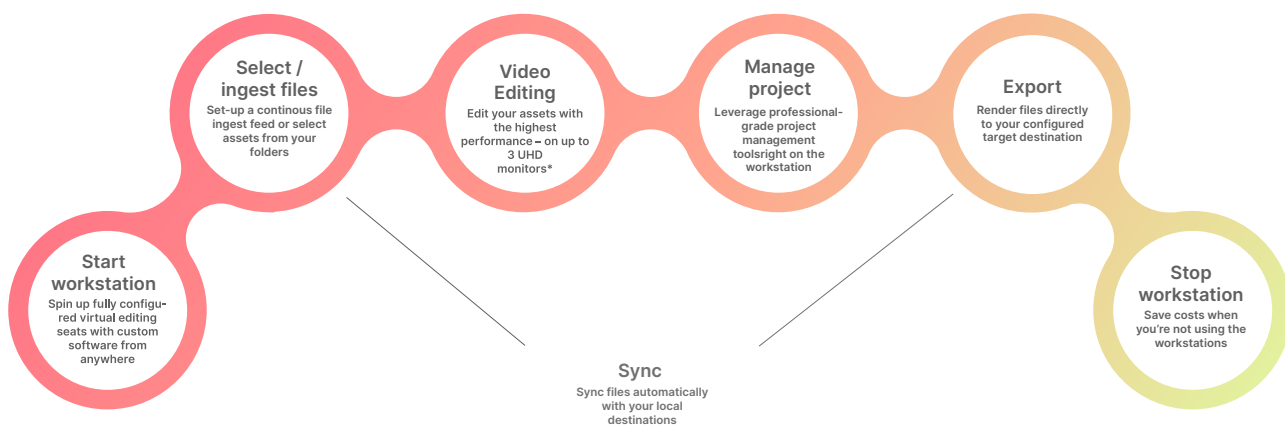
Same performance as the on-premises solution
With Remote Editing, postproduction creatives enjoy the same performance as in the previous on-premises environment thanks to highly integrated virtual workstations. The solution combines various media applications for a seamless **cloud-based editing workflow**: Adobe Premiere Pro and other Adobe Products, a cloud NAS designed for high-performance workloads,

project and cost management tools, and scalable cloud resources are comprised into one service package and harmonized to work together on professional editing projects.

Target was a deeply integrated workflow with apps such as Adobe Premiere Pro as the editing tool, Helmut4 for advanced Adobe project management and workflows, LucidLink to centrally store content, Teradici for high-speed remote access, Leostream for provisioning, scheduling, connection brokering, and Single sign-on (SSO), plus AWS as infrastructure provider.

The high-performant **cloud architecture**, individually configured to meet the broadcaster's requirements, has been tailored for HD resolution editing enabling frame-accurate video editing in real time in the cloud. AWS services deployment and configuration were done entirely by Qvest. Remote Editing can be deployed on other public clouds like Microsoft Azure or Google Cloud, an own tech stack, or a private cloud.

Select / ingest files
Set-up a continous file ingest feed or select assets from your folders

Video Editing
Edit your assets with the highest performance – on up to 3 UHD monitors*

Manage project
Leverage professional-grade project management toolsright on the workstation

Export
Render files directly to your configured target destination

Start workstation
Spin up fully configured virtual editing seats with custom software from anywhere

Sync
Sync files automatically with your local destinations

Stop workstation
Save costs when you're not using the workstations

Remote Editing – how it works

Full Adobe functionality

With the new solution, editors at CNA not only enjoy the familiar user interface and full functionality of Adobe Premiere Pro, they also benefit from unlimited access to fully integrated Adobe Creative Cloud Apps such as Adobe After Effects, Adobe Media Encoder, or Adobe Photoshop. Editors can easily collaborate with other creatives, transfer projects seamlessly to their co-workers, access cloud editing workstations instantly and edit frame accurately in real-time.

At the center of it all: qibb

All relevant components of the solution are tied together by qibb. This powerful integration platform for media workflows is designed for maximum **openness** and **flexibility**. The cloud system is managed as a platform-as-a-service and is easily operable from any end device. All applications involved are seamlessly integrated, enabling a smooth user experience. The PC-over-IP protocol also provides highest quality and lowest latency when using the integrated applications. Together with additional supporting services, it allows all members of the editing team to collaborate efficiently and remotely in an identical production environment without any compromises.

It is powered by the cloud workstation's dedicated GPU.

Easy management, total scalability

But it's not just the creatives who benefit, the IT and purchasing departments do, too. Via integrated control dashboards, rules can be managed and cloud resources can be scaled up and down according to needs and demands. The visualization of cloud usage also enables higher cost effectiveness: Mediacorp gains predictability through TCO estimates based on the requirements. The broadcaster shifts investments from CapEx to OpEx in order to pay only for the services he needs, when he needs them.

Thomas Müller: "Thanks to the possibilities and potential of our cloud-based editing workflow, the newsroom gains flexibility – while ensuring the highest journalistic standards. We are proud to be able to support the Mediacorp team with this solution on a sustainable basis."

Speaking of sustainability, the new solution is also perfectly in line with a Net Zero strategy: With Remote Editing, Mediacorp can accelerate its timetable for reducing its carbon footprint.

Request a demo

Want to know how your business can benefit from the Remote Editing solution? Talk to our experts and schedule your personal live demo.

Qvest

SERVICES AND PRODUCTS

Strategy & Design

Qvest combines methods and technologies with skills, experience, and inspiration to develop a **focused and precise** future strategy with the client. Highly specialized business, technology and change consultants provide impulses, develop sustainable ways of working together with the client, accompany the transformation process and provide the technologies that make the client's vision a reality.

Software Development

Qvest creates the link between the real and virtual world with the help of specially tailored software developments in areas such as cloud computing, automation, rights management, CRM, eCommerce, and data management and analysis. Whether it's a quickly realized pretotype, MVP, prototype, or decidedly elaborated proof-of-concept: visionary, **structured, and efficient** project teams form the perfect mix to implement software solutions tailored to customers' needs.

Build & Delivery

Qvest implements digital and cross-media networked benchmark architectures and system landscapes using state-of-the-art information, communication and media technology. With its **holistic 360°** technology expertise, Qvest enables what matters: "best-of-breed" environments to stay one step ahead of every innovation leap.

Products & Solutions

With "Qvest Products", Qvest develops its own digital products and solutions from which IT decision-makers and media professionals benefit sustainably. In addition, with "Global Sourcing Services" Qvest offers access to a purchasing platform based on a global, strategic partner network with technology products manufacturers from the media, information and communications industries. Qvest thus offers its customers the **perfect triad** of high performance, workflow acceleration and tangible cost benefits.

Managed Technology

Competence and individual support with exceptional expertise are the assets that distinguish Qvest Managed Technology as a turnkey service. It enables Qvest customers to reduce financial risks and benefit from advantages such as managed services and temporarily leased system solutions, thereby enabling them to focus on their own core competencies and remain fit for the future.