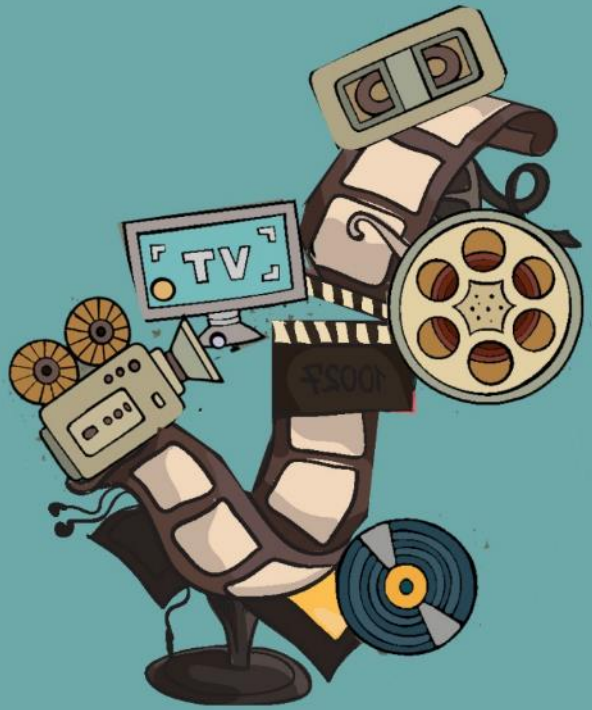
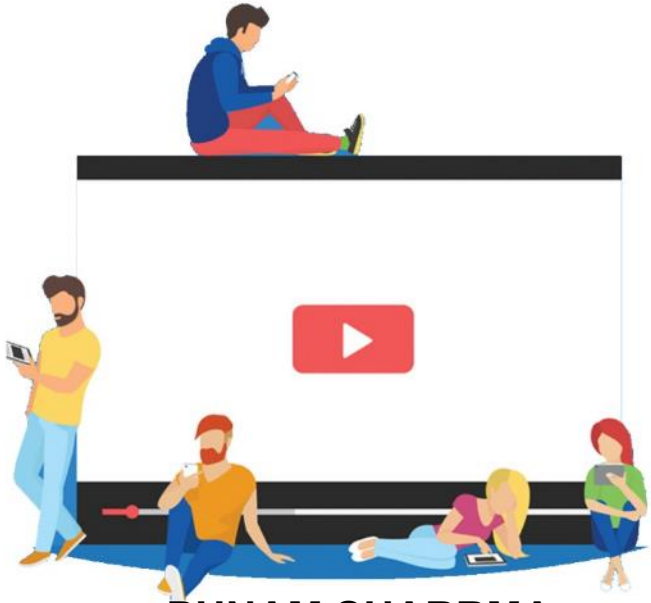
MEDIAGURU



Digitizing Audiovisual Content for a Digital Future



PUNAM SHARRMA
Director Singapore
MediaGuru

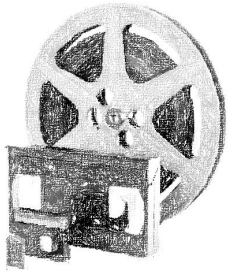
Global State of Content: Existing & On-going

200 THOUSAND HOURS

of digital content produced by broadcasters everyday*

UNMANAGEABLE

Over 200 MILLION



hours of archives in analog format is deteriorating and is on verge of extinction

INACCESSIBLE

*Industry Estimates

It is impossible to attribute dollar value to your content
YOUR HERITAGE/CULTURE IS INVALUABLE

Challenges for Broadcasters/Content Owners

Efficient Management of audiovisual content: legacy and born-digital on various formats

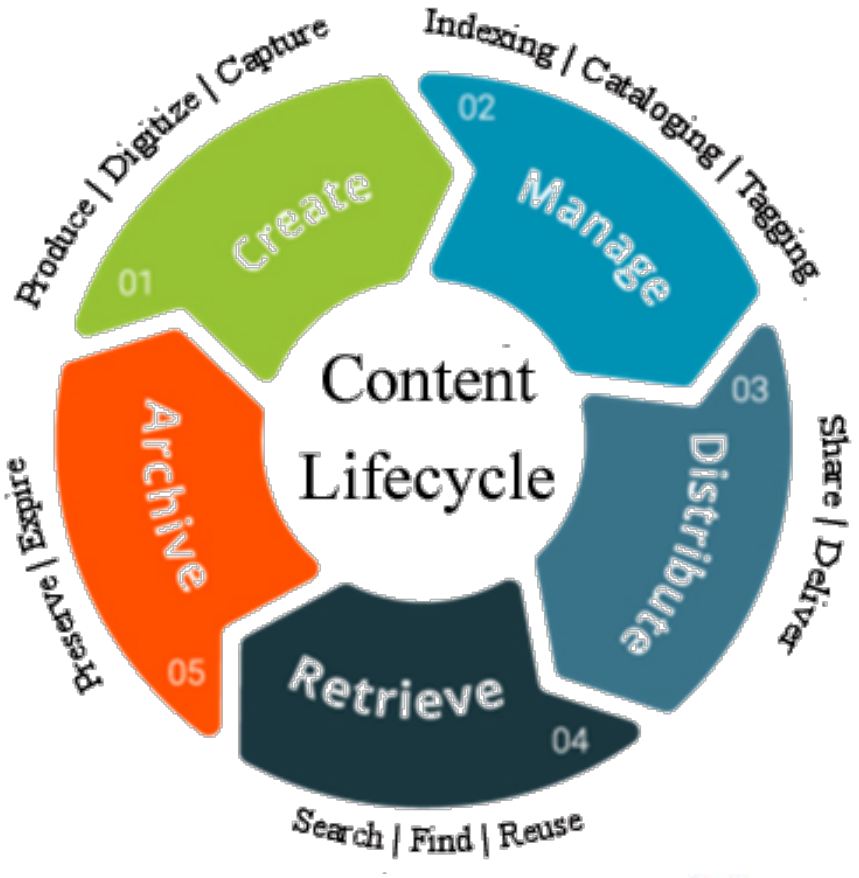
Increased Reach of content to its potential viewers across geographies

Media Convergence : SMART content for multiple platforms, devices and users

Monetization of content: Targeted advertising, Subscription models and licensing

TIME TO RETHINK YOUR CONTENT STRATEGY

End-to-End Solution for Your Content Management



MEDIAGURU
www.mediaguru.com

DIGITIZING AND
MANAGING OVER 100
THOUSAND ITEMS OF
CONTENT IN QATAR.

Video

Requirement

- Large volume of inaccessible content in formats becoming obsolete owned by Government and state-broadcasters
- Target identified need to broadcast content that connects past with present generation having cultural and heritage value
- Bring content from various departments at central data center and manage it
- Consumer demand for customized content for viewing on different mediums such as mobile, laptop, tablets, etc.

AIB, London (Association of International Broadcaster) recognized it as ONE OF THE WORLD'S MOST INNOVATIVE DIGITIZATION FACILITY

End-to-end managed services: from setting up the infrastructure, digitization, managing & analysing data and enabling multi-platform distribution

Set up Full-scale Digitization & Central Content Repository Facility spread over 100,000 square feet of area

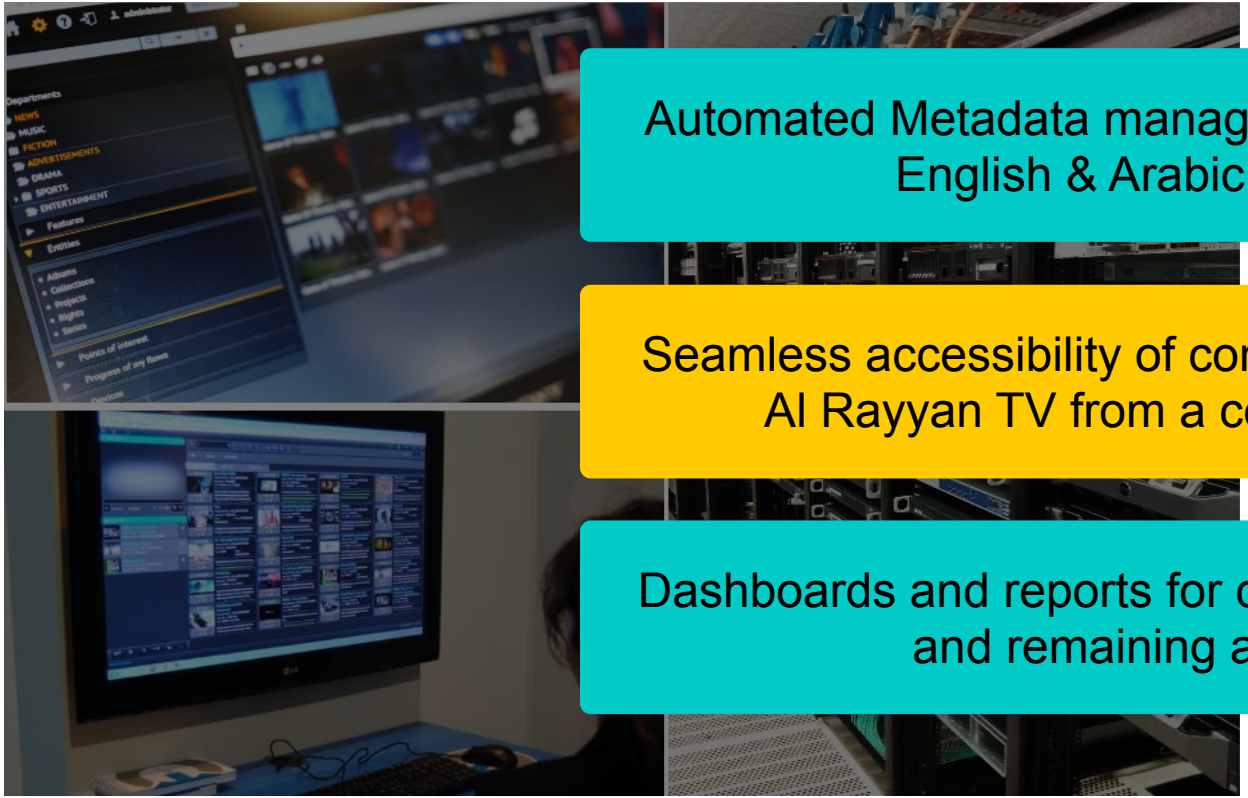
Day-to-day digitization process managed by a team of 50 from MediaGuru. **Designed to work 24x7.**

Content Enhancement & Metadata management for further use and accessibility

Digitizing and restoring tapes and films dating back to 1970s stored in formats such as **1" tapes, 2" tapes, U-matic, Betacam, 1"C, 1"B ,16 mm and 35 mm films**

Over **100 Thousand Items** of content digitized and meta-tagged

Metadata Management



Automated Metadata management system in both English & Arabic language

Seamless accessibility of content by Qatar TV and Al Rayyan TV from a central repository

Dashboards and reports for content being digitized and remaining at the site

How is this Content being Leveraged?

This content is being broadcast to reach the people of on Qatar TV & Al Rayyan TV.
Also exploring capabilities to curate customized content based on viewership patterns and insights.

Managing Media Assets for
Monetization

The Times of India Group: One of the Largest Media Conglomerates in India

Reaching

300 Million

audience daily

Romedy+ NOW

ET NOW

TIMES NOW
Always with the news.

zoom
turn on

RADIO MIRCHI
It's Hot!

MOVIES NOW
HOLLYWOOD IN HD

Challenge of Integrating Analog Carriers and Born-Digital Formats

Times group, a futuristic broadcaster, wanted a **robust, centralized MAM** in place

Users need ability to **search, preview, edit, share and distribute** content

The Solution

Digitize **legacy content from DVCAM tapes** (over 60,000 hours) and ingest in The MAM system under strict quality controls

Customized and a **centralized MAM solution** for all the group channels

Seamless **integration with existing automation**, edit & traffic scheduling systems

Improved productivity with **easy search, sharing and distribution** of media assets

At Times we are

Managing over **200+ hours** of newly produced content of varying genres & languages on a **daily basis**

Enabling **Monetization and Distribution** of content on multiple platforms...

How is India Digitizing its Archives for Future?

OVER 132 THOUSAND FILMS
at National Film Heritage Mission

OVER 500 THOUSAND VIDEO AND AUDIO CARRIERS
with Public Broadcaster, Prasar Bharati*

BEING DIGITIZED, PRESERVED AND MANAGED FOR FUTURE

Source: http://www.livemint.com/Consumer/bs3DIgMA2u3b04dB0EX3qK/Govt-launches-film-heritage-mission-to-preserve-132-lakh-fi.html

Key Takeaways

Digitize & Manage your media assets for future use

Repackage & Repurpose content for different platforms

Distribute your content through different channels

THANK YOU

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