Can automation really bring ROI for your media supply chain?

Phil Eade

Ooyala

Introduction

Ooyala is the supplier of the Ooyala Flex Media Platform that connects and powers the entire content supply chain, from the initial pre-production through to distribution. It provides sophisticated workflow management, shared metadata infrastructure, and APIs to connect and orchestrate the entire media supply chain and allows broadcasters, operators, and media companies to import, manage, deliver, and monetize their content.

Phil Eade
Snr Director of
Business Development

What type of system?
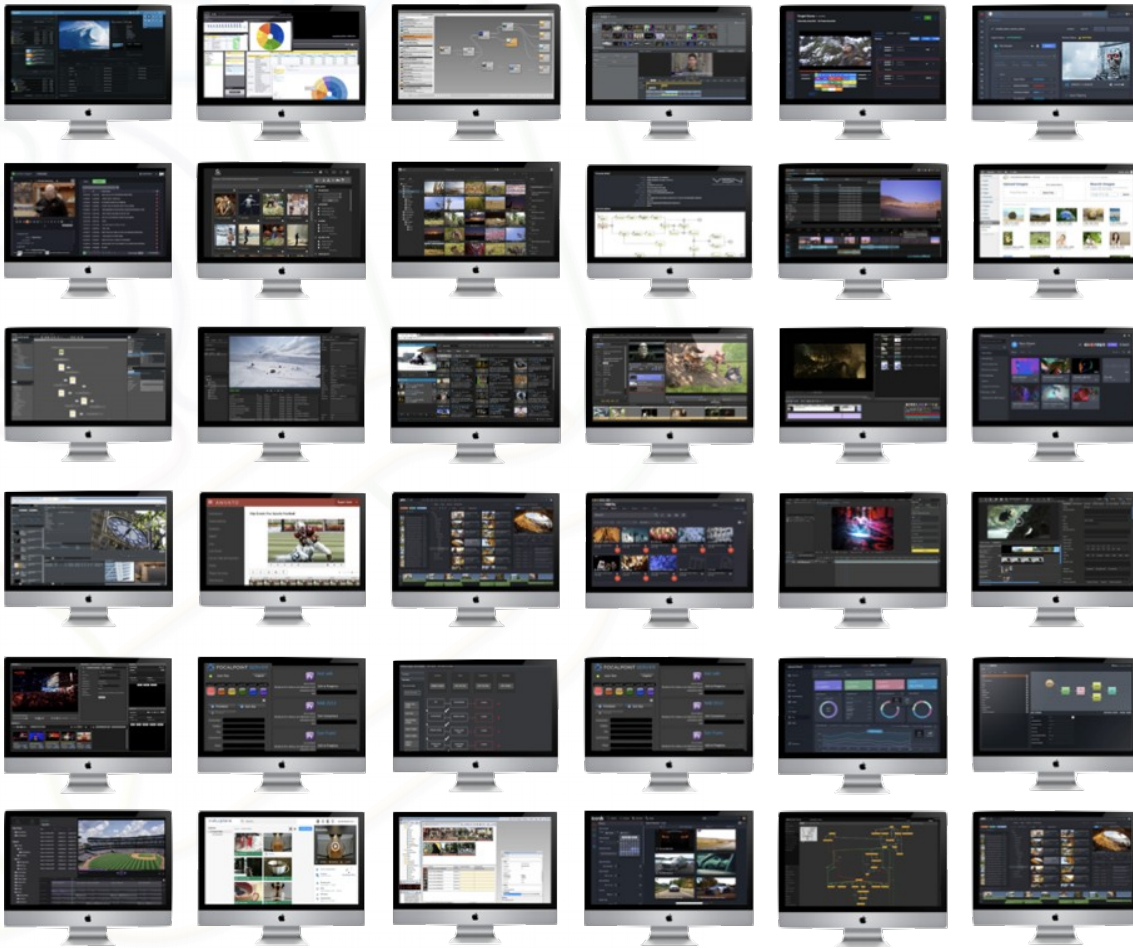
Broadcast Management Systems (BMS)

Newsroom Computer Systems (NRCS)

Production Asset Management (PAM) systems

Accelerated File Transfer Solutions

Automated Quality Checking (AQC)

Non Linear Editors (NLE)

Media Asset Management (MAM)

Graphical Workflow Engines

Hierarchical Storage Management (HSM) systems

Automated Linear Playout Systems

Video on Demand (VOD) platforms

Online Video Platforms (OVP)

Media Logistics Platforms (MLP)

Artificial Intelligence (AI) and Machine Learning (ML)

What type of system?

Intelligent Media System

A machine resource that can autonomously execute complex tasks that otherwise a human resource would need to perform

Cost-Benefit Analysis
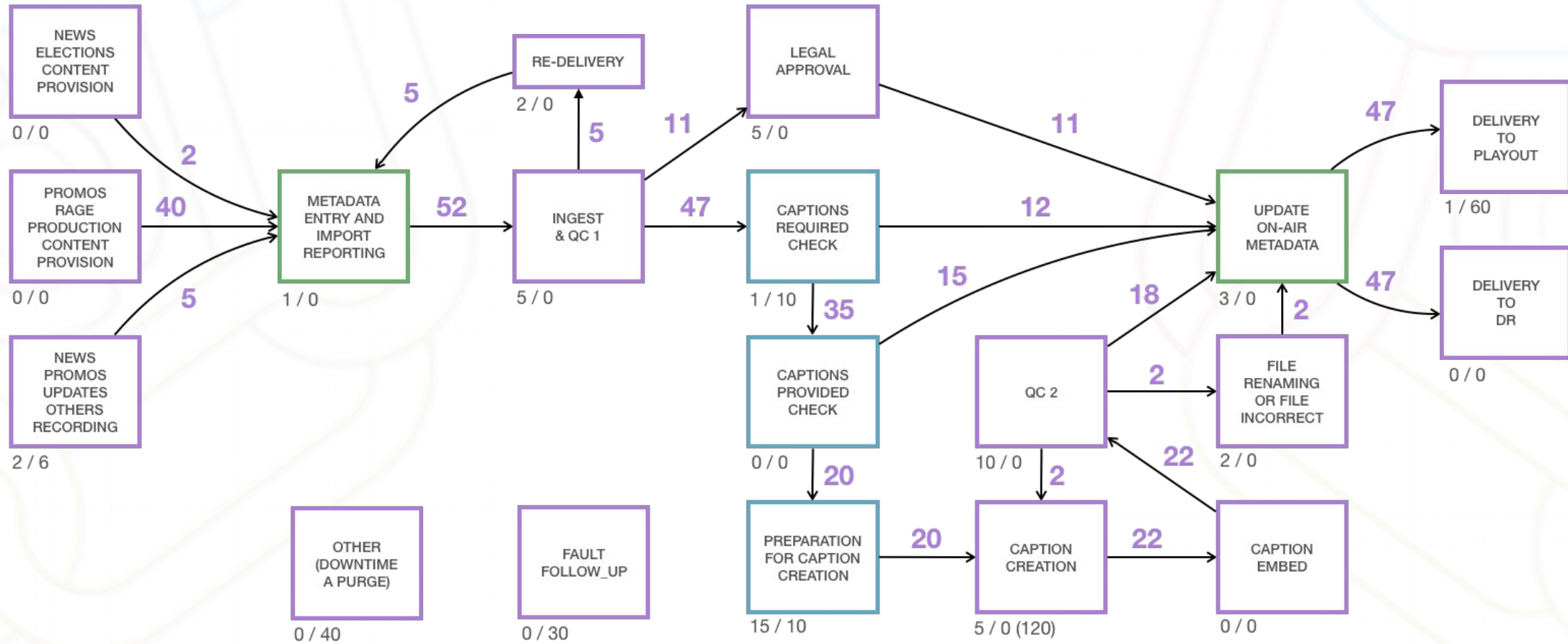

Time

Cost

The CBA process includes the following steps:

- Define the goals and objectives of the action
- List alternative actions
- List stakeholders
- Select measurement(s) and measure all cost and benefit elements
- Predict outcome of costs and benefits over the relevant time period
- Perform sensitivity analysis
- Adopt the recommended course of action

(adapted from Boardman,

Map the workflow

NEWS ELECTIONS CONTENT PROVISION
0 / 0

PROMOS RAGE PRODUCTION CONTENT PROVISION
0 / 0

NEWS PROMOS UPDATES OTHERS RECORDING
2 / 6

RE-DELIVERY
2 / 0

METADATA ENTRY AND IMPORT REPORTING
1 / 0

INGEST & QC 1
5 / 0

LEGAL APPROVAL
5 / 0

CAPTIONS REQUIRED CHECK
1 / 10

CAPTIONS PROVIDED CHECK
0 / 0

QC 2
10 / 0

FILE RENAMING OR FILE INCORRECT
2 / 0

UPDATE ON-AIR METADATA
3 / 0

DELIVERY TO PLAYOUT
1 / 60

DELIVERY TO DR
0 / 0

OTHER (DOWNTIME A PURGE)
0 / 40

FAULT FOLLOW_UP
0 / 30

PREPARATION FOR CAPTION CREATION
15 / 10

CAPTION CREATION
5 / 0 (120)

CAPTION EMBED
0 / 0

5 2 40 5 52 5 11 47 11 11 12 15 47 47 35 18 2 2 20 22 20 22

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Build the "As Is" spreadsheet

Activity	Current Process		
	Role or Resource	Time in Minutes	Cost
Task description	Human Resource	X mins	$x.xx
Action description	Machine Resource	X mins	$x.xx
Delay description		X mins	$x.xx
Quality Control10% failure rate	Human Resource	X mins	$x.xx

Add the "Will Be"

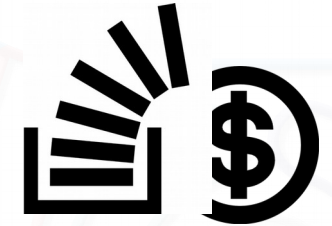| Activity	Current Process			Intelligent Media System		
	Role or Resource	Time in Minutes	Cost	Time	Cost	Assumptions
Task description	Human Resource	X mins	$x.xx	Y mins	$y.yy	Fully automate
Action description	Machine Resource	X mins	$x.xx	Y mins	$y.yy	Same
Delay description		X mins	$x.xx	Y mins	$y.yy	Reduced
Quality Control10% failure rate	Human Resource	X mins	$x.xx	Y mins	$y.yy	Reduced failure rate

Summarise
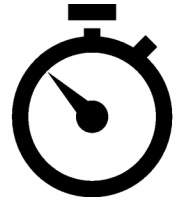
	Time in minutes per Project	Approx Cost per Project USD	Quantity of Projects per Year	Total HR cost per year USD
Previous manual process	1,899	$1,189	500	$594,746
Intelligent Media System	548	$288	500	$143,972

Articulate tangible benefits

Tangible Benefits

Reduction in time per project

70%-85% time reduction in project execution

Increased productivity

Deliver up to 3 to 8 times more projects with the same personnel

Reduction in cost per project

70%-80% direct cost reduction

Faster on-boarding

Onboard new projects, customers, partners or services 2 to 7 times faster

Increased customer revenues

Reduced time per project, more content, better quality output, less human error: all can lead to increased revenues and audiences

And articulate intangible benefits

Tangible Benefits

- Reduction in time per project
- Increased productivity
- Reduction in cost per project
- Faster on-boarding
- Increased customer revenues

Intangible Benefits

- Staff Retention
- Increased Compliance
- Increased Partner Satisfaction
- Increased Audience Satisfaction
- Increased Agility
- Increased Market Share
- Brand Equity

Real-world results

Customer Type	Reduced time per project	Increased productivity	Reduced cost per project	USD $ absolute saving
Creative and Production Service Provider[2]	71%	3x	76%	$450,774
Global Video Producer and Distributor[2]	70%	3x	74%	$235,000
Large Content Producer and Distributor[2]	58%	3x	71%	$733,900
National Broadcaster Ingest & Captioning[2]	51%	2x	50%	$214,500
Large Post Production House[1]	85%	5x	Not provided	Not provided
Over-The-Top (OTT) service provider[1]	80%	Not provided	Not provided	Not provided
Movie Aggregator & Distributor SVOD [2]	70%	3x	73%	$354,900
Small Lifestyle & Entertainment Brand AVOD[2]	77%	8x	87%	$22,000

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ANY QUESTIONS?