

# Media Workflow Management

## 1 Business Challenge

- No real-time visibility into the production progress of the media asset as it moves through the workflow, and therefore unable to anticipate bottlenecks within the workflow
- Too much time, effort and money spent on maintaining legacy systems that do not integrate well with each other to support the changing demands of media production
- No consolidated view of costs and IP rights to determine how media content can be further monetized and exploited

## 2 Solution

- Oracle's Media Workflow Management Solution is a media aware application deployed on standard Fusion Middleware with media workflows built using BPM
- This solution tracks the end-to-end creation, management and movement of media assets, as well as process interactions between people and systems
- Standards-based media workflow orchestration and integration remove the need for manual integration and significantly improve the ability to adapt to changing demands in media production

## 3 Results & References

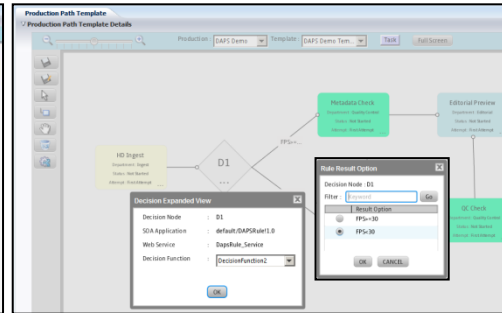
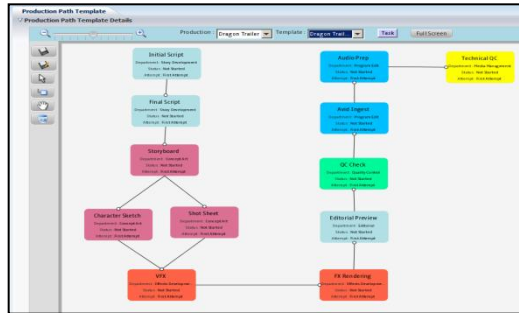
### Benefits:

- Real-time visibility of the media workflow process at all levels
- Proactive planning and quick response to any workflow bottlenecks that may occur
- Optimized use of resources and talent
- Effective collaboration between departments and production teams
- Increased production capacity
- Reduced time and cost to create new workflows and distribution channels

### Partner Contact

- Americas , Asia Pacific – Tom Inglefield ([tom.inglefield@oracle.com](mailto:tom.inglefield@oracle.com))
- Europe, Middle East, Africa – Robert Ambrose ([robert.ambrose@oracle.com](mailto:robert.ambrose@oracle.com))

# Media Workflow Management



Media-centric Process Model – New processes can be easily defined by the customer

A screenshot of a 'Dashboard' showing 'Asset Details: Battle Tanks Opening Sequence'. The asset details include: Name: Battle Tanks Opening Sequence, Description: Battle Toys Opening Sequence, Type: SEQUENCE, URI: uri://oracle/boards/daps/asset/9df4f10e-29f-4de7-9131-18c3242fc5bf, Created On: 21-Mar-11, Created By: pat.morely. Below this, there are tabs for 'Additional Attributes', 'Notes', 'Related Assets', 'Assignments', 'Path History', 'Path Runtime', and 'Costs'. The 'Additional Attributes' section shows: Footage: 3000 Frames, Format: H.264, 1280 x 720, Millions, FPS: 29.97, Data Rate: 5.03 mbits/sec, Resolution: 1280 x 720 pixels, Data Size: 36.53 MB, and File Location in SAM: http://[bitan.sg.oracle.com:7001/DAPS/sam/FastDriveIndy.Lmov].

Storage integration to address media archival needs

A screenshot of the 'Oracle Digital Asset Production Suite' showing 'Production Details: Battle Tanks'. It includes a 'User Profile: Worthy Gall' section with details like First Name: Gall, Last Name: Worthy, User ID: gall.worthy, Email: gall.worthy@daps.com, Department Manager: Aliver@B-Reas, and Supervisor: Lee Jeanette. A pie chart shows a cost breakdown for 'Battle Tanks Opening Shot' with categories like 'Storyboard', 'Asset Creation', 'QC Check', 'Editorial Review', and 'Final Rendering'.

Integration with back-office ERP systems for a more comprehensive business view of production

A screenshot of the 'Studio Task' interface showing 'Update Studio Task Details'. The task name is 'Metadata Check', department is 'Quality Control', and duration is '2 Days'. A 'Select Rhozet Profile' dialog box is open, listing various profiles such as 'Dolby Digital Plus Audio Exporter', 'AVI Target', 'Closed Caption Exporter', 'MP3 Audio Exporter', 'Flash Exporter', 'H.264 Exporter', 'HDV Target', 'AAC/HE-AAC Audio Exporter', 'UDF - NEXIO Exporter', 'MediaStream Exporter', 'MPEG-2 Exporter', 'MXF Exporter', 'Comreon Exporter', 'P2 Exporter', and 'DCM Audio Exporter'.

Integration with specialist tools for media production

A screenshot of an 'Oracle Media Workflow Dashboard' showing various charts and graphs. It includes a pie chart for 'Cost Breakdown for Production', a bar chart for 'Production Metrics', a line graph for 'Production History', and a table for 'Production History' with columns for Date, Time, and Status. There are also sections for 'Assigned Assets for Production by Department' and 'Production Metrics'.

Out-of-the-box Media Workflow Dashboards

## Partner Contact

- Americas , Asia Pacific – Tom Inglefield ([tom.inglefield@oracle.com](mailto:tom.inglefield@oracle.com))
- Europe, Middle East, Africa – Robert Ambrose ([robert.ambrose@oracle.com](mailto:robert.ambrose@oracle.com))



## Major film entertainment and broadcast studios Plan and manage content workflow and distribution

Several leading film entertainment studios plan, manage and operate content operations and distribution using workflow, integration tools, rights & royalties management, and tape and disk storage

INDUSTRY:  
Media – Entertainment,  
Broadcasting

- SOLUTION COMPONENTS:
- Oracle SOA Suite
  - Oracle BPM Suite
  - Oracle WebCenter Content
  - Oracle WebLogic Suite
  - Oracle Media Intellectual Property Management
  - Oracle StorageTek



### CHALLENGES

- Difficulty managing dynamic schedule changes as production needs change
- Difficult to manage effective and efficient assignment of resources
- Escalating production demands and costs as production processes and distribution move to digital
- Unable to effectively support new digital content launches through additional distribution platforms



### RESULTS

- Up to 35% improvement in productivity
- Increased process control visibility
- Use of production resources optimized
- Production capacity increased
- Content production costs reduced
- Digital content delivery and digital end-to-end workflows enabled