BLACKBIRD

Global story crafting with cloud-based post-production

Envy Post Production used Blackbird's cloud platform to create a more efficient postproduction workflow for Raw TV's Gold Rush - a reality show shot in the depths of Alaska.

The show uses Blackbird's cloud editing platform to share access of footage between Alaska and London and for logging, rough cutting and synchpulling from large amounts of content generated from multiple camera sources.

CHALLENGE

Raw TV needed to create 22 structured episodes, from over 2000 hours of footage shot in Alaska, for broadcast on Discovery Channel.

All content was shot in Alaska over 7 days a week with a large setup of cameras. The shoot team rough-cut the footage and transferred it to XDCAM Pro disc on location. After each shoot, the discs were transported to the nearby town and sent to London by airmail.

The full post production team were based in London and had to wait 2 weeks to receive every set of rushes. The delay between shooting and viewing footage caused a lack of communication between London and Alaska. Producers found difficulty in structuring stories over the duration of the project and story pickups were extremely burdensome.

Managing and updating video files on portable hard drives for the editors' Avid systems was time-consuming. As infrastructure was expensive, the hardware-dependent workflow wasn't scalable.

"This end-to-end solution gives us a much more efficient pipeline... and a production that has really benefitted as a result."

Jai Cave
Head of Offline Services, Envy Post Production

SOLUTION

Overnight turnaround of rushes: The shoot team uploaded XDCAM proxies generated by the cameras every night to ENVY's server by FTP. The next day, Envy studios ingested the proxies to Blackbird's proxy codec, enabling the Raw TV post team to view the rushes in the Blackbird platform.

Location independence: All project media could be accessed remotely from any location.

Collaborative logging platform: Blackbird's logging deck enabled the logging team to simultaneously sort through footage using keyboard shortcuts and expansions, transcription, spellcheck and metadata search.

Making the story: Having instant access to rushes meant that producers could start putting story ideas together before the editing process began.

Real-time communication: The edit team could easily inform the shoot team of editorial decisions and request story pickups.

Optimized logging: After the success of Series 2, Envy optimized the workflow by adding description metadata to the XDCAM proxies on location. The metadata is then ingested into Blackbird alongside the video files to help project members identify each file in the interface.

BENEFITS

- The 2-week viewing delay was cut to a few hours.
- The file transfer time was reduced from **2 minutes to 10 seconds.**
- This proxy workflow was the first ever of its kind.

Global share project
Multiple users can work on the same content which is updated in realtime

Cost-effective
Monthly Blackbird licenses are hired for each concurrent user on the project; one licence can be alternately shared between multiple users and devices subscription

Scalable workflow
No extra hardware is needed. Blackbird runs in an internet browser on any computer with lowbandwidth internet

EDIT AND LOG DAILIES WEEKS BEFORE ORIGINAL MEDIA ARRIVES

ALASKA
50 WEEKS OF LOCATION PRODUCTION

Original HD media shipped from Alaska

LONDON
ENVY POST EDITING HOUSE

London editors relink edits in Avid

Dailies ingested on location in Alaska.

Media logged and transcribed in the cloud.

Rough cut episodes assembled in Blackbird.

Episodes exported to AVID for completion.

ALASKA · · · **LOG** · · · **EDIT** · · · **EXPORT**

STREAMLINE TO SUCCESS

Using Blackbird helped Raw TV's shoot and post-production teams implement a smooth and more collaborative process for creating exciting stories for Gold Rush. To find out how Blackbird can improve your post-production workflow, get in touch with the Blackbird team today.