Collaboration in Broadcasting and Movie/TV Production

Collaborative video solutions improve productivity and reduce production costs

Quicker decisions, lower costs

In the world of Media and Entertainment (M&E) and Film/TV, it seems that the only constant is change. Consumers with access to broadband technologies on multiple devices are continuously asking for and expecting more, while growing movements in reality TV and news documentaries are pushing for almost impossibly quick turnarounds.

Challenges such as multiple shooting locations, remote guests, coast-to-coast operations, and tight production deadlines are not making it easy for today's studios and production companies, but they are learning new ways to adapt.

In the dynamic M&E business environment, timely executive communication and increased productivity is at a premium. M&E leaders must respond quickly to changing conditions and adopt growth strategies across a geographically dispersed enterprise. To meet business objectives, these executives are looking for more efficient ways to effectively collaborate with key stakeholders, both internally and externally.

The M&E industry also faces fierce competition for top talent. Highly skilled individuals are necessary for success, so executives are on the constant lookout for tactics that attract, retain, and fully utilize every individual.

Film and television production companies share many challenges with their M&E cohorts, but are often even more focused on looking for ways to cut spiraling costs and bring content to market faster to realize revenues sooner. Just like M&E organizations, they often have offices, teams and crews working from Los Angeles to New York to London and beyond, who are hampered by distance from effective team collaboration.

For both M&E and Film/TV, reducing travel would be a bonus, but only possible if interaction is in top quality, reliable, accessible high definition.

Production productivity

Polycom collaboration solutions are a shockingly simple way for studios and production companies to save significant costs and drastically shorten production times.

Instead of traveling, professionals at production companies are turning to Polycom collaboration solutions to communicate with studio executives, producers, writers, special effects artists and other key stakeholders.

This HD video collaboration is seamless, flexible, and most importantly, true-to-life. Interactions are dynamic and efficient while also offering everyone from the talent to the tradespeople the opportunity to work from where they want to work—even in the case of live broadcasts!

Key benefits

Polycom offers countless benefits for M&E and Television companies. They include:

- Reduced production time due to communication efficiencies
- Accelerated time-to-market—a benefit that can lead to millions in accelerated revenues for films that are released earlier
- Enhanced viewer and guest experience with HD video quality
- Improved production schedules through better, more efficient communication and collaboration
- Reduced production costs from logistical savings
- Less executive travel, translating into significant productivity gains
- Remote auditions, vastly expanding a project's available talent pool

Production collaboration

Polycom solutions help production companies achieve their goals of accelerating production time-lines and reducing spend in multiple ways. Among other methods, Polycom reduces the time and costs associated with reviewing dailies, viewing potential shooting locations and conducting post-production editing.

These days, studios and production companies have staff and operations assigned to multiple shooting locations across the country or even around the globe. They tighten up their virtual operations and meet tight deadlines and budgets by using Polycom solutions to effectively manage all communications with multiple stakeholders.

One team that used Polycom in precisely this way is the production company that created the Lord of the Rings trilogy. Polycom video conferencing solutions were utilized to remotely manage production teams at multiple locations in real time. The director communicated with filming crews and site directors to view sets, lighting, and camera angles. Using Polycom solutions, he was able to make real-time changes prior to shooting. To meet a tight schedule, the director also remotely managed production details such as evaluating potential shoot sites and wardrobe review.

Polycom high definition (HD) solutions provide studios and production companies with the flexible, reliable, and crystal-clear HD connections they need to collaborate effectively on everything from huge decisions to tiny details, getting things right the first time.

"The connective pieces are still people. What the Polycom system brings together."

Brooke Kennedy, Executive Producer, The Good Wife

Remote casting

Casting is a critical process for studios and production companies. Geographical boundaries, time-constraints and travel cost limitations are factors that often affect one's ability to find the right actor. Polycom solutions can be instrumental in helping production companies find the perfect cast.

One New York casting agency is a perfect example of this. They have installed Polycom video solutions in their home and LA locations. This solution allows directors in each city to audition talent in the other city from the comfort of the local office.

High definition video allows directors to view actors' facial expressions and "life-like" body movements. High-quality audio delivers "in-person" voice quality and sound. As a result, directors can conduct remote auditions and call-backs, sidestepping costly travel and lost productivity.

Polycom collaboration solutions and tools increase your pool of potential actors while reducing costs by using remote casting sessions. Promising auditions can even be recorded directly in the system for future review and group discussions.

Remote guest interaction

Polycom standards-based video collaboration solutions can make remote guest experiences a real possibility, simplifying scheduling challenges and reduce costs. These video collaboration solutions provide studio TV producers with a flexible, reliable and crystal-clear HD connection that helps ensure a true-to-life, relaxed and interactive setting.

Polycom collaboration solutions also provide an effective way to manage, schedule and connect calls with multiple remote guests at the same time. This is yet another feature that can significantly reduce production costs while soliciting mass feedback.

People work better when they work together

In a world where expectations are growing, budgets are shrinking, and audiences are getting more and more selective, Polycom collaborative video solutions can truly transform the work environment at an M&E or Television studio.

Industry Executives are already using Polycom to reduce production times, accelerate time-to-market and revenues, enhance viewer and guest experiences, improve production schedules, reduce production costs, reduce travel, increase productivity, and expand their available talent pool. In short, video collaboration has become a game changer for networks and studios around the world.

For the believers who have already realized the power of HD video collaboration in the M&E and Television industries, the final question becomes: Why Polycom?

Leading executives continue to choose Polycom for many reasons, including:

- Ease of use
- Open standards-based interoperability
- The industry's best Total Cost of Ownership
- Investment protection
- A broad range of solutions and delivery options
- Enterprise-level security and carrier-grade scalability
- Polycom and its ecosystem make up the most complete Universal Communication solution available today

Work better with your geographically dispersed team. Make quicker, more well-informed decisions. Cut hard and soft travel costs while delivering the benefits of face-to-face meetings. Start bringing your media to the market faster.

Visit us at *www.polycom.com/entertainment* to learn more.

Customer success stories

Premiere networks

Premiere affiliates worked with Polycom and almost immediately had unique, timely, and station-specific video content to share with listeners.

In addition, the effort supports Premiere's goal of transforming the way it delivers the latest, hottest content to fans everywhere.

The Good Wife

The team behind The Good Wife is seeing Polycom-led efficiencies in multiple areas. For instance, audio mixing takes place in Burbank, California, while previews generally occur across town. Using Polycom systems, remotely located producers can watch the episodes without having to drive in L.A. traffic. That alone saves hours in a single day. And because each eight-day span brings another episode to write, shoot, and edit, those time savings mount quickly.

Clear communication also spares crew members from losing precious time to misunderstandings. Here, too, Polycom delivers with smooth, natural motion and sharp, clear images.

Gamania Digital Entertainment

Since replacing their traditional audio communication systems with the Polycom and Microsoft UC applications in 2010, Gamania Digital Entertainment has used the Polycom system in excess of 17,000 times over a 6-month period, with the company conducting over 900 UC-enabled meetings in the second half of 2011. Gamania has saved up to US $14,000 in one year, increased productivity two-fold by reducing downtime, and has increased the speed of operations, bringing new products to market much more quickly.

In the past, hands on operations of go-live programs often took one month to complete and required significant business travel. With the Polycom solution, projects are completed in five days and minimal travel is required.

Need flexible financing?

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Collaborative Financing
www.polycom.com/polycom-capital

About Polycom

Polycom is the global leader in open standards-based unified communications and collaboration (UC&C) solutions for voice and video collaboration, trusted by more than 415,000 customers around the world. Polycom solutions are powered by the Polycom® RealPresence® Platform, comprehensive software infrastructure and rich APIs that interoperate with the broadest set of communication, business, mobile and cloud applications and devices to deliver secure face-to-face video collaboration in any environment.

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