

CONTENT CREATION AND MANAGEMENT

WEDNESDAY, 22 JULY ■ 8:30AM – CONFERENCE ROOM I

Title: Content Management in a Multi-Platform Environment

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Ruzz TV
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Abstract

Since the turn of the century, television broadcasting has changed from an industry with a clearly and uniquely defined delivery standard into one whose products are produced, distributed and consumed in a multitude of different ways. 1 volt of 625 line PAL video modulated onto an AM RF carrier is still a popular distribution method, but HD, SD, online, broadband, cable, satellite, mobile and more all compete for our attention today.

What does this change mean for the systems we use to keep track of our content?

Content Management certainly existed last century, even if we didn't call it that. Today the entire station archive can't be held on tapes in a VT library, with human gatekeepers controlling access and ensuring that the correct version goes to air. Multi terabyte SANs holding multiple instances of the same piece of material, in different formats, for different delivery platforms which operate with both conventional and nonlinear schedules, are the order of the day. Managing the location, access, availability and security of all this material is a very real problem.

Robert Rutherford and Peter Rhys-Jones of Ruzz TV, specialists in Television Workflow Management, will outline the challenges presented to some of us today and all of us in the future by this distribution explosion. Their experience in working with these issues means they can speak with authority on what you should and shouldn't be contemplating doing.

Bio

Peter Rhys-Jones joined Ruzz TV as Sales and Marketing Manager after 5 years at the ABC as Manager of Production Resources in NSW and over 25 years in the broadcast industry. He has had a successful career in the media industry starting at Network TEN for 16 years where he enjoyed a variety of roles including manager of TEN's independent production company. His other industry experience ranges from Pay TV to a subscription based business channel and he was Global TV's Executive Manager of Services in 1999. He has also owned production companies responsible for the television marketing campaigns of their clients.

Author of Paper

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