

CONTENT CREATION AND MANAGEMENT

WEDNESDAY, 22 JULY ■ 2:00PM - CONFERENCE ROOM 2

Title: Cost Saving Strategies – Building a Digital Bridge from the World of Production to the Broadcast Operation Centre

**Presenter: Joe French
Sr. VP of Sales and Marketing
Masstech Group**

Abstract

Even in a highly automated broadcast environment the creation of new content and movement of files between production and the Broadcast Operations Centre (BOC) is still a painfully manual process. This presentation will examine the challenges and benefits of migrating to a completely file-based content management environment. A strong focus will be placed on how to efficiently prepare content for production using a Creative Desktop to optimize the production process.

Learn how a Creative Desktop will enable a bridge that reduces cost and time. File-base management within the broadcast center will allow content to move freely and managed using metadata. Results include reduced staffing needs, eliminating the manual process, and a significant return on your investment.

Bio

Mr. French joined Masstech Group in 2002 with over 20 years of achievements in management and new development for the broadcast communications market. He served in key management roles at Encoda Systems and Dynatech Video Group. He was involved in building some of the earliest all-digital, fully automated, multi-channel broadcast systems. Mr. French earned his Bachelor of Science in Electrical Engineering from the University of Tennessee and completed his Master's degree coursework in Computer Science at the Massachusetts Institute of Technology.