SCALE LOGIC

MEDIA WORKFLOW SOLUTIONS

Case Study

Prometheus Entertainment

"We shoot so much material, at such a rapid pace, and Scale Logic has put it all in one place. It gives me the read-write times I need and I have instant access to everything that's active. Since the day we turned it on, we haven't had a single issue—that is of great value to me."

— Gregory Cohan, Senior Vice President of Post-Production

PROMETHEUS ENTERTAINMENT

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Background

Established in 1999, Prometheus Entertainment has been a leader in supplying critically acclaimed, highly rated programming to the cable marketplace. The company has produced over 900 hours of dynamic and diverse television for clients such as History, A&E, E!, WEtv, Travel Channel, Bravo, Animal Planet, Lucasfilm Ltd., National Geographic Channel, AMC, Warner Bros, and more.

There was one global issue: In the 20 years that Prometheus has been making television, assets continued to be segregated.

Challenges

With assets segregated, there was no efficient way to identify particular assets across the board in terms of various projects. These assets fall into two categories:

1. Material that Prometheus shoots and owns.
2. Material that is owned by somebody else or acquired through third parties.

Over the course of five years, after talking to every other asset management company, it was recognized that a flexible product was required that would adjust to the specific needs of Prometheus' assets.

Solution

The solution was a joint project between CatDV and Scale Logic. CatDV installed its Media Asset Management software and, working closely with Scale Logic, implemented the workflow to fully meet Prometheus' workflow control requirements. This has enabled the Prometheus team to build company-wide efficiencies, increasing productivity and saving the assistant editors from the exhausting task of digitizing and logging throughout the night.

Results

Now there is only one team member who digitizes and logs and who just has to hit a button to send it into the system. This means that an assistant editor has the time to put more detail into a particular grouping, logging into what is essentially a local website, type in metadata, and then hit digitize. It goes into Avid, and that process takes about three hours.

About Scale Logic

As the global leader in advanced media workflow infrastructure, Scale Logic continues to be the go-to partner for the world's largest companies seeking future-resistant data asset management solutions. Scale Logic is headquartered in Minneapolis / St. Paul, with offices in Philadelphia, Boston, and Amsterdam. Its global channel and distribution network spans North America, South America, EMEA, Hong Kong, and Japan.

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