

Evolutions Taps into the Benefits of Cinegy for Reality Television Production

Cinegy

evolutions

UK-based post production company, Evolutions, has taken post production to new levels of efficiency and effectiveness using workflows based around Cinegy, third-party systems and the post house's own proprietary techniques. The Evolutions system takes tapeless workflows to the next level by allowing clients to log and assemble media remotely over the internet. Crucially, it also allows single ingest. Combine these with dramatically reduced time in the cutting room and the opportunity to dispense with conforming whilst still handling large volumes of rushes, and it's easy to see how productions can start saving considerable amounts of money.

Challenge

Reality TV has very different requirements to standard TV show production. Editing for reality TV relies on multiple people rapidly filtering through masses of footage to find the magic moments to create multiple stories for each episode.

To accommodate the large amount of video material and the need to create a yet unknown story from it, an efficient and effective reality TV show post production workflow requires,

- A central digital repository for collaborative workflow allowing loggers, story editors and video editors to work on video material in near real-time as it is being ingested, whether on location, in the office or in another city.
- Excellent logging tools and search functionality for adding metadata to video material to create a meaningful searchable database from hundreds of hours of footage.
- Seamless third party integration for easy migration of content and data with various existing NLE and finishing systems typically used for post production.

Solution

Evolutions TV recognized the value of Cinegy technology for this unique environment. They incorporated Cinegy into their workflow solution catering specifically for reality TV show production. Talkback THAMES' Hospital Heroes, a 20 x 45' observational documentary for the BBC, was the first production in the UK to benefit from Evolutions' unique deployment of media management systems. **cinegy workflow** enables a new level of speed and flexibility for digital reality TV production.

"Historically, logging meant watching DVDs and typing into Word or Excel. The logs were completely detached from the process and their value lost. The next generation of systems saw text documents created and attached to .WMV files or the like, made from transcoded clips of the rushes. Again, these were comparatively inefficient, needing another digitizing stage and impossible to edit with. Cinegy allows actual metadata to be added to media that third-party systems also understand, meaning that you don't need to go back and digitize the selected shots." Comments John Jamieson, Commercial Director at Evolutions TV. He continues, "What's more, the unique workflow architecture, designed by Evolutions' engineering team headed up by James Hunter, means that the production team can work with proxies but the edits can work with online resolution material, so it's finally practical and affordable to lose the conforming stage of the process. You're not just saving on the offline suite costs, you're saving on the conforms, the editor, the edit producer, and you're shortening the schedule overall – you're ratcheting up savings all the time."

"Cinegy has given us the best of both worlds and is fantastically efficient. It makes it easier for edit producers to tell a better story and editors are able to edit rather than wade through endless rushes."

Talkback THAMES Production Manager, Lucy Butler



The simple logging window for manually adding details to clips using **cinegy media desktop**, Image from Hospital Heroes, courtesy of Evolutions TV.

Success

"The Cinegy product brings major benefits to the overall production and production team. It is a grown up system with advanced logging abilities, multi-resolutions and good integration with the Avid product range. Our clients like it as they can cut down their edit time and increase their efficiency, they also like being involved in seeing the rushes and being able to familiarise themselves with the footage. Compared to the other systems this is so much easier to use and learn, especially using word documents. The product lends itself to reality TV due to the volume of footage – for Biggest Loser we have 2500 hours which is quite standard for this type of show." comments James Hunter, Chief Engineer at Evolutions TV

In environments such as reality TV production, where speed and cost are key, Cinegy's fully integrated system enables an accelerated workflow through all stages of archive, asset management and production, at high-quality and low-cost. Cinegy's use of standard PCs and normal Ethernet networks makes it cost efficient, easy to deploy and quick to integrate. Learning to work with Cinegy is easy and required training is minimal. The increase in production output and the cost reduction possible using Cinegy amortize the investment almost immediately.