TELESTREAM

Festival de Cannes Finds an Elegant Web Video Solution in Telestream's Episode Encoding Software

The film festival utilizes Episode Engine to streamline video encoding for web delivery

"Episode Engine speeds the encoding process, allowing us to devote more attention to exclusive editing work. The first year I used Episode, we were able to edit highlights of the Festival de Cannes 2011 *and put the video online just two hours after the closing ceremony. We think we can do even better in 2012."*

Anthony Verpoort
Video Project Manager, Official Website
Festival de Cannes

Background

Around the world, the name *Cannes* is synonymous with film. What is sometimes overlooked is the large amount of web video that is both created by and circulated through the festival.

Film trailers and clips must be converted into the proper format and encoded into six different resolutions and bit rates for online viewing and press download. Additionally, videos from *TV Festival*, which covers photo calls, interviews, press conferences and, of course, all the red carpets events, must be processed and put online promptly. All *TV Festival* content is produced in both French and original-language versions and likewise encoded into three different compression resolutions and bit-rates.

Anthony Verpoort is the Project Manager responsible for processing all of this video for the official *Festival de Cannes* website.

The Challenge

Verpoort explains that, prior to Episode, videos were finished on a Mac using Final Cut Pro, then exported over the network to a watch folder on a PC. Videos were encoded one-by-one, saved to another watch folder and, finally, uploaded to the Festival's FTP host site.

In 2011, the Festival wanted to simplify the encoding process by finding a single application that could handle each of these functions and would run on their existing Mac OSX system. The ideal solution would be able to handle a video in its original format, encode data simultaneously into different formats and/or file types, and upload those files to the FTP host. Verpoort had become aware of Telestream's Episode encoding software and thought it might replace the time-consuming manual encoding and delivery process.

The Solution

The Festival's web team set up their Episode workflow using the multi-core Mac Pros that Verpoort installed to create their original system. With Episode Engine, the team established watch folders at the start of the workflow. Several videos could be processed simultaneously and saved to local as well as remote folders on the FTP site. This setup allowed the web team to monitor the output files and make backups where necessary.

In addition, the web team incorporated Episode Engine with its clustering capability to link all five Mac Pros, maximizing processing power. "That has made a huge difference," says Verpoort.

Getting the workflow just right did require some technical assistance. The team worked closely with Telestream's technical support staff, and Verpoort found them to be very responsive and accessible. "They never gave up, and it was a real pleasure to see how much they invested in this project."

Fully Implemented and Easy to Use

The web team is now enjoying a reliable encoding system that handles multiple tasks simultaneously and automates file delivery. Episode's intuitive graphical user interface has helped the team develop complex workflows without major problems. Once parameters have been set, the encoding work is shared across the five Mac Pros, optimizing processing speeds.

"Now that we've streamlined our encoding workflow, it's a real pleasure to watch Episode Engine process the videos," says Verpoort. "A 40-minute press conference video can be compressed in six formats and uploaded in less than 30 minutes! This enables us to quickly get our videos online and keep our viewers virtually up-to-the-minute on what is happening at the Festival."

With Episode Engine, the *Festival de Cannes* has a sophisticated and highly automated encoding workflow that reliably processes a high volume of video clips to all of the formats and locations required for a world-class media event. Episode has allowed the web team to focus less on workflow maintenance and more on producing a quality program.

"Episode Engine speeds the encoding process, allowing us to devote more attention to exclusive editing work," said Verpoort. "The first year I used Episode, we were able to edit highlights of the *Festival de Cannes 2011* and put the video online just two hours after the closing ceremony. We think we can do even better in 2012."