

# Telestream Kumulate & Vantage

ITV Case Study



## ITV Daytime Migrates Its Post Production and Media Archive Workflows to The Cloud with Telestream

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**– John Barling, ITV Daytime Head of Technology**

ITV Daytime produces 7.5 hours of live television each weekday in the UK from 6:00am to 1:30pm and includes *Good Morning Britain*, *Lorraine*, *This Morning* and *Loose Women*. ITV Daytime also handles a growing amount of post-production for other ITV Daytime shows.

ITV Daytime Head of Technology John Barling and his team had been working toward transitioning their massive tape-based library to a digital system for several years. Stored primarily on LTO tape, retrieving specific material within and across the many shows archived was manual, difficult and slow, and the mechanical tape robot represented a single point of failure in the system. The team felt that a cloud-based archive would enable them to take advantage of the performance, flexibility and resilience of newer digital technology. But like most broadcast operations, the 24x7 uptime required, coupled with five or ten-year Capex cycles, and a ‘don’t fix what isn’t broken’ mentality meant taking small, measured steps. Then COVID hit.

A remote working mandate in mid-2020 accelerated ITV Daytime’s cloud transition since the group also needed a remote editing-solution with their Avid systems. ITV Daytime pulled together a steering group to explore options. This led to an effort by the ITV Daytime leadership team to invest in cloud workflows across the board to ensure business continuity and enable remote workflows. Telestream’s Kumulate content management solution was deployed to replicate content recorded on premises to the cloud. Kumulate also checked the assets and associated metadata into the Avid PAM system for ease of searching within the Avid ecosystem. The ITV Daytime team also decided to move the aging tape library to the cloud for better performance. In just 12 months, the team had a Kumulate system working in concert with the cloud storage service which facilitated the migration of their massive tape library to the cloud.

*“Telestream were very helpful and forthcoming in embracing the challenges we set before them which were two-fold. First, the Kumulate product managed transfers of content between our on-premises and cloud-based post-production systems. Secondly, we tasked Telestream with the job of overhauling our deep archive requirements away from the LTO 5 SpectraLogic Robot System, and Kumulate was used for that as well,”* says Barling.

*“One of the biggest gains that we’ve had is pure speed and reliability. We used to get regular tape drive failures, including media read errors or tapes getting stuck in drives. If you imagine a breaking news story when you need content super quick, even when everything is working as designed, the old system had multiple steps for the tape robot to perform before it could even begin to spool the tape and look for the requested file. The new system is much quicker. There’s simply no comparison.”*

Now in the final stages of a mirrored tape-plus-cloud trial, ITV Daytime is on track to move to a completely cloud-based archival workflow based on Telestream Kumulate in late 2022. One of the most significant post-production projects ITV Daytime put through the new cloud-based workflow was John & Lisa’s Weekend Kitchen – a 10-episode cooking show, which aired at the end of last year.

Media was ingested from camera cards using Telestream Vantage and was automatically checked into the Avid on-premises production system. Telestream Kumulate also pushed the content to the cloud and made it available to all remote editing systems via the Avid Interplay system.

*“It was completely edited in the cloud; a really big milestone and a huge victory,”* said Barling. *“There’s definitely a realization here that you don’t need to build more physical edit suites to do more post work.”*

### Transcoding with Vantage

In addition to getting more reliable and faster access to media via their Kumulate content management system, ITV Daytime also makes use of Telestream’s Vantage Media Processing platform whenever transcoding of video formats is required. ITV Daytime’s operations are based on an all-Avid environment for news gathering and editing, and a Telestream Vantage for encoding and media management.

Any ingested media that differs from ITV Daytime’s house format is automatically transcoded by Vantage into XDCAM50, before checking it into the Avid PAM so that editors can seamlessly work with the content. Editors, Librarians and Traffic staff also benefit from Vantage orchestration for outbound file deliveries where Vantage flips content to the required export resolutions.



*“Our Vantage system has been solid and required very little attention,”* says Barling. *“When the ultra-attentive team from Masstech became part of Telestream, it was an easy choice for us to continue the relationship.”*

### Looking toward the future

Barling and the ITV Daytime team also tried out enhanced metadata injection using Kumulate in conjunction with 3rd-party cloud services. This allows services such as AI-based facial recognition, speech-to-text and OCR (optical character recognition) to capture and tag media automatically with additional metadata for easy retrieval.

For ITV Daytime, the economies of the cloud and an op-ex model with subscription services now make sense. *“We looked to Telestream as a tried and tested partner of many years to help facilitate our migration to the cloud,”* said Barling. *“I’m happy to report they did not disappoint.”*

### To Learn More

To get more information about products and services mentioned, see:

- <https://www.telestream.net/kumulate/overview.htm>
- <https://www.telestream.net/vantage/overview.htm>
- <https://www.itv.com/commissioning/articles/entertainment-about>

