

Video Distribution



Background

One of our clients is making the move from stills licensing to video licensing, and as such required a solutions to quickly and securely manage their video files. Just like with stills licensing, they needed to be able to review submissions, edit approved items (for things such as colour grading), distribute the content to their partners, and make the content available for licensing on their website.

As an existing partner, the client contacted capture, and due to the asset type agnostic nature of the platform, we were able to quickly provide them with a solution, allowing them to quickly scale their collection to over 20,000 high-quality clips available for licensing.

The Solution

Using capture's existing distribution software solutions and infrastructure, we developed the workflow to allow them to perform all of the steps needed to ensure that the video clips represented their brand, maintaining the high-quality that they were already renowned for in the stills licensing industry.

Capture SUBMISSIONS was used to allow the content creators to upload the content via our high-speed web-based contributors portal, allowing them to easily see all batches of videos, alongside any stills captured at the same shoot. Editors can then provide rapid feedback to the creators to allow for any editing, and re-uploading of any edits that were requested by the editors.

The workflow built into capture MEDIA MANAGER and capture KEYWORDER, allowed this content to be sent to video editors for colour grading and to have the metadata such as keywords be applied to them ready for distribution.

The content is then delivered via capture WEBSITE for direct licensing and capture DISTRIBUTOR to their partners quickly and securely.

Key information*

Total Videos	>22,000
Video Storage	~ 25 TB
HD Content	~30%
4K Content	~70%

Distribution channels	HTTP(s), FTP(s) Pull, FTP(s) Push
Total Deliveries	130,500
Total Videos Distributed	>9,000

* Key information based on the first year of operation ending October 2020