

A Really Long Distance File-Based Workflow

Case Study



2008 Beijing
Olympics



Olympic Coverage Explosion



3,600+

Highlights Factory

- Broadband
- VOD
- Wireless

Clips & Highlights

Live Streaming on NBCOlympics.com

1,219

Network & More Cable

172

Network

Atlanta
1996

442

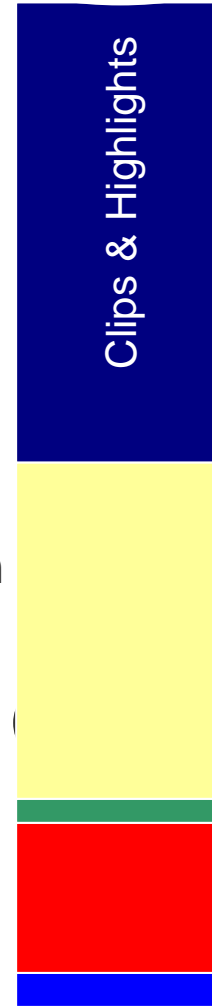
Network & Cable

Sydney
2000

1,219

Network & More Cable

Athens
2004



Beijing
2008



Long-form consumption:

- **LIVE STREAMS** - 25 sports from start to finish
- **REWINDS** – All 34 sports as they were streamed live with user navigation based on metadata and stats

Short-form consumption:

- **NBC ENCORES & HIGHLIGHTS** – Clip based content from the Highlights Factory and Craft Edit seats.



Distribution Across Multiple Platforms

- **NBC Olympics.com** - All Streams, Rewinds, Clips
- **VOD** – both SD and HD – selected long and short form content
- **Mobile** – Highlight Clips & Alerts
- **Electronic Sell-Through** – Amazon and others
- **Local NBC stations**

How to do it ?



Had to design new workflows around:

- A production process that did not require all the Producers and Editors to be on-site.
- Allowed Metadata (Stats and Logging info) to be used throughout the production process.
- Allow Metadata to be available to the users for searching and navigation.
- Was resolution independent – 50kbps → 1.5Gbs
- and was not an international bandwidth hog!

NBC Olympics New Media Project Workflow

High and Low Proxies are transp. U.S., Blue Order The High Resolution material is transmitted from Beijing to U.S. using Omneon Media proxy replicas trigger request Omneon ProCast CDN and used to create final content packages

