Success Story

Premiere Digital Enhances Broadcast TV Quality with Interra Systems' BATON® QC Solution

Background

Premiere Digital is a global leader in cloud-based digital asset management, storage, and fulfillment. Headquartered in Los Angeles, with offices in Bangalore, Premiere Digital offers multi-media, multi-platform content processing, delivery, and storage for studios, independent content owners of all sizes, and individual filmmakers.

Through its innovative software solutions and tools, Premiere Digital empowers content owners in all aspects of media distribution from asset collection to storefront management. Additionally, Premiere Digital provides content owners and filmmakers with access to global distribution through aggregation deals with the most important digital, cable, and satellite VOD platforms.

Challenges

Recently, Premiere Digital wanted to upgrade its automated, file-based QC solution. Historically, the company supported OTT, web-based, and broadcast applications. Yet, a recent explosion in more traditional broadcast delivery customers necessitated that Premiere Digital enhance its file-based QC workflow to ensure that content matches the broadcast television industry's specific requirements. With an average of 7,000-plus long-form deliveries per month, the company needed an efficient automated solution at the start of its workflow.

Reliability was also a critical factor in choosing a QC solution; the system chosen needed to catch the range of potential issues inherent to incoming masters to ensure clean deliverables. Furthermore, Premiere Digital required a QC solution that offered high scalability in order to keep pace with rapid business growth and market changes.

The Solution and Benefits

Premiere Digital chose to upgrade its existing Interra Systems' **BATON®** automated, file-based QC solution to an enterprise version, optimizing quality control operations. Through comprehensive quality checks, scalability, and support for a wide range of media formats and codecs, BATON allows Premiere Digital to expand its delivery of high-quality television content to broadcast and OTT customers.

Prior to using BATON, Premiere Digital relied on manual QC and editors for video/audio corrections. BATON automates this process, enabling the media services provider to detect and correct content, while also ensuring compliance with broadcast television standards such as the U.S. CALM Act, EBU, and FCC closed captioning requirements. Interra Systems' BATON QC guarantees the integrity of content within each step of Premiere Digital's workflow, from ingest to transcoding, playout, and archive.

Using the automated, file-based QC system, Premiere Digital can ensure the quality of any content, including SD, HD, 4K, and UHD files in a wide range of codecs and media containers. This feature will prove to be critical in the future, as more and more of Premiere Digital's broadcast customers begin delivering UHD and 4K content to address the consumer demand for high-quality video. In fact, research from Digital Entertainment Group found that consumers in the U.S market have bought more than 1.5 million 4K UHD TVs during the first three months of 2016 - a large fraction of the total quantity of 7 million 4K TVs sold across the country to date.

Another capability that Premiere Digital finds exceptionally useful is BATON's rich reporting function. Using this feature, Premiere Digital can provide customers with a comprehensive description of the file to streamline QC and distribution operations.

Upgrading BATON was quick and easy. The system offers seamless integration with media servers, transcoders, MAM archiving, and workflow solutions through its easy-to-use Web-services based APIs. Featuring a scalable architecture, BATON also enables Premiere Digital to expand easily in the future, as its QC needs grow. BATON's high availability ensures that the system continues operating even if one of the hardware components is down.

Conclusion

"Upgrading our file-based QC workflow with BATON was an easy choice for us," said **Geoff Bloder, Vice President of Technology at Premiere Digital.** *"Interra Systems offers the most comprehensive checks in the industry, along with the flexibility, scalability, and reliability that we need to succeed in distributing high-res content to customers — quickly and with precision. Thanks to BATON, we can ensure speed and accuracy throughout quality control - an absolute requirement in the broadcast environment. The end result: Premiere Digital has earned a preferred status in the industry that means television content is reaching viewers faster than ever before."*