

White Paper

Video Time Reduction Workflow Comparison

Findings from Study: 85% Reduction in Labor Using the Time Tailor For Audio/Video Time Reduction vs. Digital Editing Systems

Introduction

Prime Image's Time Tailor technology has been used by content owners, editors and broadcasters for over 15 years to automate time reduction and advertising spot management. There are several methods in the US industry today that are scrutinized and approved by producers and editors for content time reduction – Time Tailor and Final Cut Pro (Apple Inc.). Prime Image conducted an independent study to evaluate and assess the labor and required assets to time reduce HD content using the Time Tailor 3000 and Final Cut Pro. The study was performed by an editor at Visual Data Media Services in Burbank, CA. The objective of this comparison is to quantify man-hours and define required technology assets to time reduce programming content for broadcast. The scope of this effort was limited to the following:

- ⇒ All content used in this comparison is HD (720p//1080i) with embedded audio and close captions (Syndication)
- ⇒ Format one new 30 sec commercial spot required for broadcast
- ⇒ Location of commercial spot in program is identical between tools, allowing for 10 min of program content for real-time reduction
- ⇒ Programming content went through final quality control to verify no artifacts or other anomalies were introduced during time reduction and editing
- ⇒ Technology assets were pre-defined and verified prior to conducting the study (Video Server, VTR, etc), acquiring assets and hardware set-up time were not included in the findings

The editor defined a workflow for both tools and documented his findings and execution time. Results from each study, including workflow steps, labor hours and technology requirements are captured below.

Time Tailor Overview

Prime Image's Time Tailor series is a patented, proprietary technology that is used for frame accurate time reduction of HD or SD video program content without using compression.

The Time Tailor is the only solution that provides a fast, high quality, low cost method of content time reduction with 15 years of proven results on movies, sitcoms, syndicated programs, and live broadcasts.

Time reduction occurs in real-time without pre-recording, pre-processing or video compression, using a process that is undetectable to viewers. This process maintains the synchronization of the audio, video, and captions, and more importantly preserves the original creative intent of the program.

The Time Tailor is part of an automated system that allows the customer to control the time reduction of specific program segments while leaving other segments, including advertising spots, unchanged.

The amount of additional time created and the duration over which it is created is fully programmable and controlled using the front panel of the Time Tailor, or a third party edit controller or play-out automation system, e.g., Editware's Fastrack Edit Controller or Aveco's Astra automation system.

Broadcasters, cable and satellite providers, post production, and other commercial program distributors can edit program and segment times to increase advertising revenue by creating or managing advertising space without compromising the integrity of the original program content.

Workflow Comparison: Time Tailor vs. Non Linear Editing Systems

The following is a workflow comparison between the Time Tailor 3000 and Final Cut Pro or other digital editing software solutions such as Avid.

Task: Time reduce a 30:00 HD TV closed captioned show for syndication

Total man hours invested: 6 hours and 50 minutes

- 1: 10:00 Project set-up / configure system
- 2: 30:00 Digitize show into system
- 3: 60:00 Conform show, format new commercial break
- 4: 30:00 Create and render motion effect
- 5: 45:00 Output to tape / file
- 6: 3:00:00 Reformat closed caption files:
- 7: 45:00 Pre read captions back onto new master

Machinery / personnel required:

- One Editor
- One Closed caption resource
- One Tape operator
- One Edit system
- One Playback/record VTR

Time Tailor 3000 with Fastrack Controller

Real time processing with closed caption retention:

Total man hours invested: 60 minutes

- 1: 5:00 Project set up time
- 2: 20:00 Programming/formatting time
- 3: 35:00 Output to tape / file for broadcast

Machinery / personnel required

- One Editor
- One Fastrack Editing system
- One Time Machine
- One Playback
- Two Record VTR or File Server with SDI interface

Quality of Deliverables

With Time Tailor's proprietary time reduction algorithms, the resulting delivery master is free of artifacts such as image interpolation, artifacting of titles and graphics.

Jerky pans, tilts and zooms from camera moves are also a thing of the past with the Time Tailors patented frame blending technology and micro editing. Audio tracks are free from the annoying speed trigger bumps and artifacting in the audio signal.

Time reduced content is preserved and fully endorsed by producers and editors within the industry.

Benefits of the Prime Image Time Tailor

- ⇒ Labor savings: 85% savings of total labor hours
- ⇒ Operating savings: Eliminate Final Cut Pro license fees, Mac computers and other digital editing expenses
- ⇒ Increase revenue: Significant ROI in month one
- ⇒ Superior quality, speed and dependability – all in real time
- ⇒ Maximize your bottom line with the Time Tailor time reduction solution