

REDEFINING AN ENTERTAINMENT COMPANY WITH DIGITAL ASSET MANAGEMENT

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Tim Padilla, Director,
Business Systems Planning,
Warner Bros.



OVERVIEW

Warner Bros. Entertainment – a fully integrated, broad-based entertainment company – is a global leader in the creation, production, distribution, licensing and marketing of creative content and related businesses, across all current and emerging media and platforms. The company stands at the forefront of every aspect of the entertainment industry from feature film, TV and home entertainment production and worldwide distribution to DVD, digital distribution, animation, comic books, licensing, international cinemas and broadcasting.

EXPANDING THE REACH OF CONTENT HOLDINGS

The challenge faced by the company was in finding a way to expand the reach of extensive entertainment content holdings by uniting different divisions and establishing a library shared across the enterprise.

Warner Bros. saw the need for an enterprise-level digital asset management (DAM) solution when they realized several business units were either currently using different systems or proposing implementation of a separate system for their use. They needed a solution, not only to be used across multiple divisions, but also offering easy installation, robust functionality and configurable features. While several divisions within Warner Bros. needed a DAM solution for various reasons – the common goal was to easily share digital media with one another:

- Consumer Products Licensing was in need of a B2B web-based distribution mechanism to replace an older application and serve 2,500 + global licensee users
- Warner Home Video needed an external vendor collaboration system and legacy B2B portal integration functionality
- Marketing and Advertising Services wanted an internal print and video workflow, and collaboration tool
- International Pictures needed a global distribution solution
- Corporate Image Archive wanted to replace a customized DAM system and migrate its 400,000 images and 1,400 users to an enterprise solution

BUSINESS PROFILE

INDUSTRY

Media and Entertainment

ORGANIZATION

Warner Bros. Entertainment

THE CHALLENGE

- Moving towards an enterprise solution to meet market challenges
- Finding a DAM solution that could grow along with the organization's expanding business lines
- Establishing a shared library across the organization

SOLUTION

- TeleScope Enterprise

KEY BENEFITS

- Internal users can access up-to-date digital assets instantly
- Increased efficiency and productivity across the company
- Better control of company's entertainment assets with increased security and standards efficiency
- New cost saving opportunities
- Reduced time to market

HIGHLIGHTS

- 44,000 Users
- 27 Business Units
- 800,000+ digital assets
- 20,000 downloads per week
- \$1 Million in cost savings from shipping costs alone.

SOLUTION REQUIREMENTS

Warner Bros. evaluated the capabilities of several commercial products on the market. Their evaluation criteria included: an ability to meet their needs without extensive customization; an ability to fully customize metadata to their specifications; and an ability to secure and control access (to enable disparate users to access exactly the assets they need to do their jobs). Warner Bros. also considered whether the system could easily scale to their requirements, growing to meet the needs of additional business units as the archive grew.

Of high importance to Warner Bros. was support for the Macintosh environment. Mac-based designers responded well to the power of TeleScope's native Macintosh client, which provides unparalleled ability to work alongside numerous day-to-day applications and tools.

WHY TELESCOPE?

Several key factors and targeted benefits led Warner Bros. to select North Plains' TeleScope Enterprise technology to manage its Advertising and Publicity content:

- Enterprise solution capable of meeting the needs of individual business units
- Ability to unite content creators with re-users worldwide
- Convenience and flexibility of accessing digital assets
- Ability to manage and distribute creative assets
- Support for distributed sets of asset storage
- Ability to meet business demand

TeleScope Enterprise can manage any digital content, enabling organizations like Warner Bros. to turn their disparate collections of advertising materials into a repository of digital assets. Assets instantly become accessible for reuse, re-purpose or re-expression, resulting in a solid return on investment. Assets stored inside TeleScope are used internally and are also made available to partners on various B2B sites that the system provides assets for.

DISTRIBUTING ASSETS ACROSS BUSINESS UNITS

Warner Bros. uses TeleScope to manage the distribution of advertising and publicity materials among various business units that use it to market their properties. Examples include box art for DVDs and videotapes, movie posters, layered artwork, photos, trailers (non-public) and descriptions of related content. TeleScope Enterprise enables the Warner Bros. production staff to extract components of existing documents and generate new media assets from re-purposed ones, for a wide variety of electronic delivery methods.

BENEFITS

Warner Bros. staff is able to access electronic images and text assets that were previously recreated at a substantial cost. Integration with Warner Bros.' databases insures that all key information about these assets is up-to-the-minute accurate. Warner Bros. is now able to get content into the right hands much more quickly. Other benefits include:

- Better control of valuable assets; images are now in one location with increased image consistency
- Reduced approval cycle for an image to be created, approved, and made available for marketing purposes
- Increased consistency throughout multiple advertising campaigns

"We took a business-based approach with the TeleScope implementation, and laid an enterprise framework on which to build, then rolled out to two very large divisions to start. With targeted releases to these individual business units we were able to go from zero to enterprise within seven short months."

Tim Padilla
Director of Digital Asset Management
Warner Bros.

"We've been able to create a complex environment by linking TeleScope to existing contract and rights management systems for simplified security access to various B2B sites for distribution of content."

Brian McKay
Vice President Technical Systems
Development
Warner Bros. Technical Operations

