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File-based technology

- Opportunity for innovation
- Large scale collaboration
- Freedom from geographical constraints
- Potential for national and international collaboration
- **But there is no single solution**



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Multiple User Post Production IT Services

- Collaborative UK research project
- Co-funded by the UK government Technology Strategy Board
- Project partners:
BBC R&D, Digital Television Group, HDDC, IT Innovation Centre, Molinare, Ovation Data Services, Pinewood Studios, Smoke & Mirrors and Sohonet





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Multiple **U**ser **P**ost **P**roduction **IT** **S**ervices

- MUPPITS will create a prototype IT system that will provide:
 - Commercial management of the entire file-based post production lifecycle
 - Automated control of outsourced and in-house services
 - Audit trail and billing information for all media transfers and processes
 - Secure environment for media content access and transfers



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Multiple **U**ser **P**ost **P**roduction **IT** **S**ervices

- MUPPITS has a collaborative approach to file based working
 - Pulls together post production, production, IT services, communications and management systems
 - Not proprietary but open
 - Largely based on open source software and standardised formats
 - Can potentially provide an unlimited range of post production facilities and services



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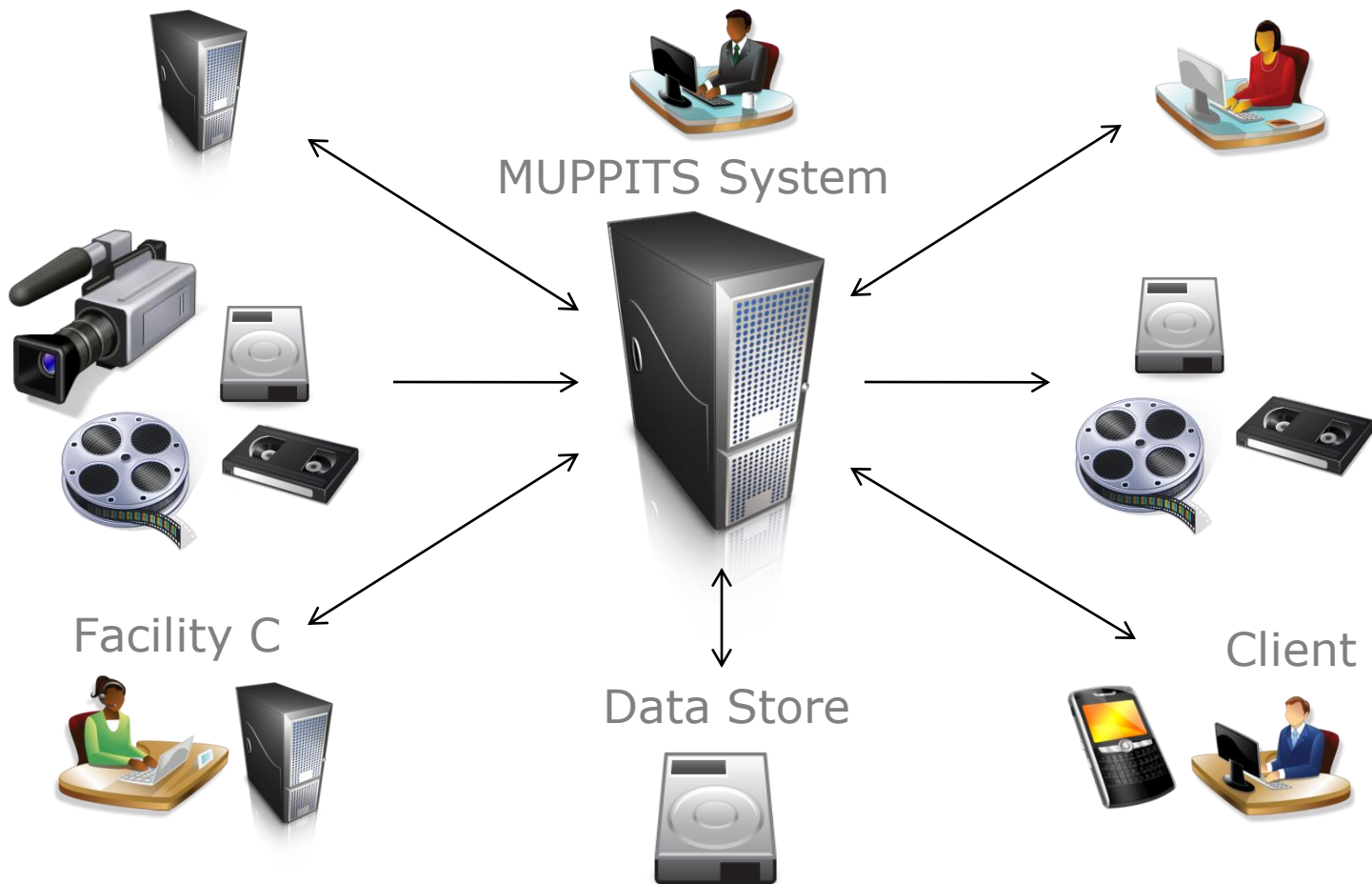


Multiple User Post Production IT Services

Facility B

Facility A

Production company





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Multiple **U**ser **P**ost **P**roduction **IT** **S**ervices

- Benefits to production companies
 - Commercial management of the whole post-production lifecycle
 - Control of processes and costs
 - Freedom from geographical constraints without expensive logistical costs
 - Wide choice of service providers
 - Allows integration of internal and external services
 - Secure access control at every stage



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Multiple **U**ser **P**ost **P**roduction **IT** **S**ervices

- Benefits to facilities companies
 - Creates a 'creative cluster' regardless of partner companies' location
 - Provides a single system for flexible workflow management
 - Provides a structured business environment for automated services
 - Integrates the use of remote sites
 - Permits small specialist facilities to participate seamlessly in large-scale productions