Case Study

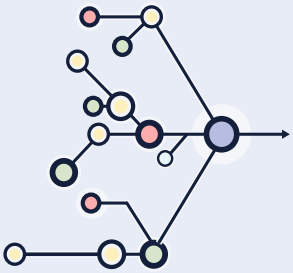
Achieving Operational Efficiency and Scalability with SDVI Rally & Emotion Systems Engine at Sky Italia

Background

Sky Italia, a prominent European media and entertainment company, sought a cost-efficient approach to manage, verify and normalize audio in media files ingested from external suppliers and archives. With over 250 workflows in audio structures, streamlining the audio normalization process became crucial.

Project

In the fast-paced world of media and broadcast, efficiency and cost-effectiveness are paramount. For Sky Italia, one of the world's leading broadcasters, finding a more cost-efficient way to manage inbound audio was crucial. The challenge was clear: Sky Italia needed to streamline its complex audio normalisation process, which involves analysing each audio variation, and sending the file to the necessary workflow for processing.



As a part of their daily operations, Sky Italia needs to optimize its audio normalization process for thousands of media files, which involves analyzing and processing a multitude of audio variations. Sky Italia faced efficiency issues with their existing orchestration approach, which required manual involvement to send files to each processing server. To simplify supply chain deployment Sky Italia sought to implement SDVI Rally. However, the numerous audio supply chains required for file variations would still have resulted in a complex deployment within Rally. By additionally implementing Emotion Systems Engine, autonomous file analysis and audio workflow triggering is introduced. This allows Sky Italia to significantly reduce the number of supply chains needed by utilizing Engine within Rally to handle the audio processing.

Through a strategic partnership with Emotion Systems, Sky Italia integrated Emotion's automated audio processing software, Engine, into the SDVI Rally platform. This integration revolutionized the workflow by enabling Engine to perform both the analysis and automatic processing of media files in a single, unified path.

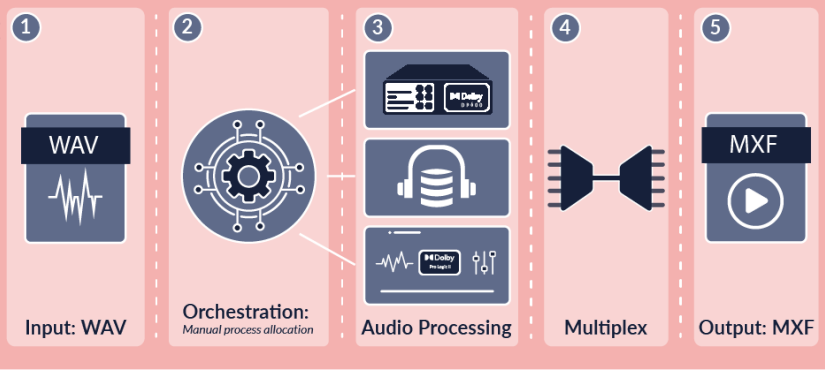


Introducing Conditional Workflows

How does it work?

Upon receiving a file, Engine immediately analyzes and verifies its specific audio structure, encoding properties, and file type. Rather than routing the file through predefined dependent paths, the system intelligently processes it based on this analysis. Engine handles all 250 workflows without additional instructions or complex routing, simplifying the overall supply chain.

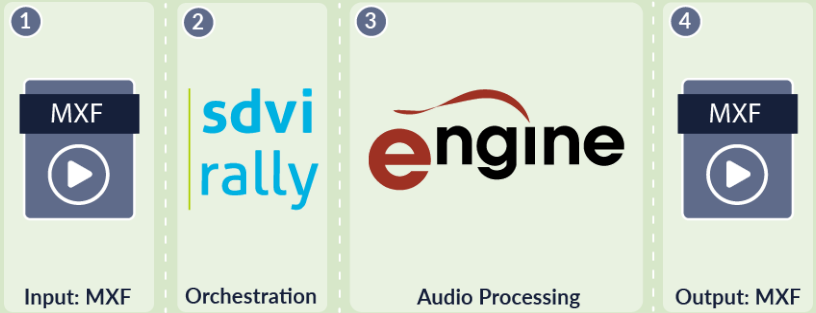
Before:



Steps in supply chain previously:

- WAV files
- Passed to an orchestrator
- Manual hardware allocation
- 3 audio processing tools
- WAV file multiplexer together with MXF

After:



Steps in current supply chain:

- MXF files
- Analysed and processed inside Engine
- Audio rewrapped inside MXF
- Fully automated, no human operation necessary

On average, Sky Italia process over 3500 pieces of content each month.

This integration has simplified the overall supply chain dramatically. The SDVI Rally platform orchestrates the input and requests the desired output, while Emotion Systems Engine takes care of the audio intricacies in between. This seamless process ensures that files are processed efficiently and accurately without the need for constant back-and-forth communication.

The benefits of this streamlined workflow are significant. Sky Italia can now process media files with greater agility and throughput, substantially reducing costs. The intelligent processing capability of Emotion Systems Engine eliminates the need for extensive manual intervention and reduces the complexity of the supply chain.

This partnership not only enhances the efficiency of Sky Italia's media supply chain processing but also reinforces the power of collaboration between technology providers. Emotion Systems Engine's ability to interpret and process incoming files automatically aligns with SDVI Rally's orchestration capabilities, creating a robust and efficient media management system.



In summary, the symbiosis between Emotion Systems Engine and SDVI Rally platform has transformed how Sky Italia handles its media workflows. By simplifying the process and eliminating the need for multiple workflow paths, Sky Italia can now manage its media with unparalleled efficiency, ultimately driving down costs and increasing throughput. This innovative solution showcases the future of media processing, where intelligent analysis and streamlined operations work hand in hand to meet the demands of the industry.

Benefits

- **Time savings -** Sky Italia are now housing 250 workflows inside 6 conditional workflows. With Emotion Systems Engine assign each file to the correct workflow. In turn the number of SDVI Rally supply chains necessary for Sky to deliver has reduced to less than a fortieth of its original value.

- **Human capital -** With Engine autonomously analysing files there is no need for a skilled operator's time to be used up performing monotonous tasks. The skilled operator can do what they do best and get back to creating cutting-edge content.

- **Content throughput -** With less time spent on assigning the correct workflow, file analysis and audio processing can proceed faster, which has increased content throughput for Sky Italia's content operations.

- **Quality assurance -** Emotion Systems take a quality first approach to technology and algorithms. The algorthims are careful not to adjust any creative mix and ensure on high fidelity upon output.

- **Risk mitigation -** Containing all audio analaysis and processing in one area of your media supply chain mitigates careless errors. Engine will also warn and flag any errors in the system if it is not prepared.

- **Regulatory Compliance** – Whether it is adhering to an in-house or outbound specification, having a solution that can ensure broadcast ready files is paramount. Through the integration of Emotion Systems Engine within SDVI Rally, meeting any worldwide specification is now much simpler.

- **Scalability** - Modular designs ensure that processing can be easily scaled up to meet the evolving needs and demands. With SDVI controlling throughput, Sky Italia's solution can scale up during periods of high volume and scale down to resume normal operations during quieter times, ensuring optimal resource utilisation and efficiency.

Going forward

Building on the success at Sky Italia, the entire Sky group plans to adopt this innovative approach. SDVI and Emotion Systems have demonstrated their ability to enhance operational efficiency, scalability, and content throughput, reinforcing the value of integrated media workflow solutions. This ongoing collaboration aims to replicate the success seen in Italy, ensuring consistent, high-quality media delivery and further solidifying Sky's leadership in the media and entertainment industry.

About Emotion Systems

Emotion Systems specialise in automating file-based audio processing for content delivery. Emotion Systems designs products that help content distributors all over the world transition from analogue to digital delivery, navigate changes in the industry, and provide operational efficiencies in the process, ranging from Loudness Correction to Content Verification.

About SDVI

SDVI is an Emmy® Award-winning supplier of cloud-based media supply chain technology that empowers organizations to optimize content ingest, processing, packaging, and distribution operations. The company's Rally media supply chain platform helps organizations create a scalable and responsive infrastructure that provides true business agility, operational efficiency, and process intelligence. SDVI is a privately held company based in Silicon Valley, California, with offices in the U.S. and Europe.

For a more comprehensive and technical breakdown, please visit our websites, or get in contact.