

GLOBALedit® Saves Time and Money For Award Winning Creative Production Team



"We were looking for a way to bring our team together on a single, collaborative system to manage our photo shoots and production. Our creative team loves the system because it's easy to use. GLOBALedit saves us time and money, which translates into more production capacity."

**Paul Nicholson, VP of Print and Broadcast Production,
Showtime Networks**

Background

Showtime Networks Inc. (SNI), a wholly-owned subsidiary of CBS Corporation, owns and operates premium television networks including Showtime®, The Movie Channel, Flix®, The Smithsonian Channel and Pay-Per-View sports and events. Its critically acclaimed content is viewed by over 15 million subscribers throughout the United States.

Showtime's in-house creative agency, The Red Group, comprised by a team of more than 60 creative professionals located in New York and Los Angeles, who produce promotional and branding materials for all of Showtime's properties. Hundreds of thousands of photographs will travel through the creative process of photo selection, talent approval, and distribution to artists and retouchers. Final visuals can be seen across the country in media outlets from online media advertising to print advertising to multi-story billboards in Times Square.

The Challenge

- Little or no collaboration between different creative groups causing a bottleneck in marketing production.
- High cost of printing and shipping contact sheets for talent approvals and photo selection.
- Logistics, overhead and time to ship and store CDs, DVDs, and hard drives to and from sets and vendors.
- Inconsistent XMP Metadata from shoots requiring manual spot checking when ingesting into DAM system.

The Solution

- Enterprise Level Hosted GLOBALedit® Account brings over 100 Showtime creative users together to collaborate, edit, approve, download, and distribute photography for all of the networks' shows.
- Talent Approval Galleries to distribute image collections to talent for approval and GLOBALedit's Gallery Manager feature for full granular control over kill rights, expiration and reports.
- Custom XMP metadata schema implementation guarantees seamless integration with in-house DAM system.
- Aspera Connect integration ensures images are moving in and out of GLOBALedit® at high-speed, which increases efficiency and maximizes available bandwidth.

The Result

- Increased photo production capacity for the creative group.
- Faster time to market for marketing and advertising materials.
- Happy creative users have 24/7 collaborative access to work on in-progress materials.

GLOBALedit® Photo Collaboration

An online photo collaboration and image management system that connects creative production groups

Please contact us for more information
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