EditShare Wins with Collaboration at "Best Job in the World" Competition

Inner Sanctum Media delivers media reports with speed and efficiency using EditShare Storage Series

"The Best Job in the World" competition sponsored by Tourism Queensland, Australia started with a very simple ad campaign for a "caretaker" for the Islands of the Great Barrier Reef. The 6-month job included a generous salary and free housing in a luxurious setting on Hamilton Island. But the real job was promoting the natural attractions of the Great Barrier Reef and its islands.
The campaign quickly went "viral" generating more than 40-thousand entries and global press attention. Inner Sanctum Media (ISM), one of Australia's most experienced media content providers, was tapped to produce and distribute content to publicise the final competition.

THE CHALLENGE

ISM's goal was to generate maximum media exposure for the islands of the Great Barrier Reef during the "Best Job" event. ISM established the broadcast media center on Hamilton Island with 2-path satellite uplink, to support the needs of global broadcasters looking for continuous updates on the competition. The ISM team also produced video and web reports, keeping a break-neck pace as the 16 "Best Job" finalists showcased their skills in a barrage of Island-hopping activities. ISM had two video crews, an underwater specialty team, three video editors, producers and support staff to cover the all events during the 3-day final interview/skills sessions. Lindsay McNeill, Project Leader for ISM on the project, said his 21-person team faced tight deadlines for producing daily web packages on each of the candidates and Video News Releases both for local and worldwide media. McNeill needed a smart, streamlined workflow to maximise ISM's time and resources.

THE SOLUTION

Working with regional reseller Digistor, ISM secured an 8TB EditShare server which formed the heart of the production workflow. EditShare systems are Networked Attached Storage (NAS) devices that are highly optimised for video editing and media sharing -- both in their hardware and software. EditShare facilitates collaborative workflows so that all connected workstations can capture, access and share in real time from a common pool of media files. Regardless of application or platform, source material, work in progress and finished packages are shared and instantly available to all users on the EditShare network. EditShare is also the only sharing media storage that allows full and protected project sharing for both Avid and Apple Final Cut workgroups. EditShare systems use standard, cost effective 1 Gigabit Ethernet network connectivity simplifying installation. A 10 Gigabit option is available for high volume, high bandwidth

situations. Given the off-mainland setting and tight deadlines, the RAID5 redundancy of the EditShare and reliability were essential to the "Best Job" project.

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Lindsay McNeill, Project Leader for ISM

THE WORKFLOW

"We needed a system where you could ingest the content just once so all your edit suites could see it and use it at the same time," says McNeill. "This was especially important because we had very short turnarounds and no time to waste." One workstation was dedicated to ingesting video from the HD XDCAM professional discs as they came in from the crews. By using portable media, discs could be helicoptered from the different venues while the video crews continued to follow the contestants' activities. Ingesting was fast and content was immediately available from the EditShare to all of the three Final Cut Pro edit suites. Typically, one editor worked on the upcoming VNR while the other two editors worked on web packages. Finished packages were up-linked to Reuters in London for distribution to global media on the news agency's media distribution platform. Onsite crews from the US, Canada, UK, France, Japan and others countries also had access to ISM's content from two additional viewing workstations in the Media Center. That was especially useful for crews using non-linear media who could quickly download particular segments onto thumb drives.

THE BENEFITS

The EditShare meshed perfectly with ISM's workflow. With media ingested once and simultaneously available to all workstations, editors could quickly prepare their web postings and VNRs for local and worldwide use. Even when discs arrived only 40 minutes before deadlines, the ISM team got the job done. "The EditShare improved our speed and efficiency, and it was very reliable," says McNeill. "It's hard to imagine how we could have worked the project without this kind of system."

Ben Southall from Great Britain won the "Best Job in the World" competition. But Tourism Queensland may have been the biggest winner. With the help of the ISM, the event generated huge, global interest in the Great Barrier Islands and publicity valued at over $180 million dollars AU. Follow-up press and tourist interest is ongoing.

"It was great fun for us," says McNeill. "Best Job was a fantastic concept and Hamilton Island was a pristine place to work. We had a great team and the right tools. It all worked so well."

SPECIFICATIONS

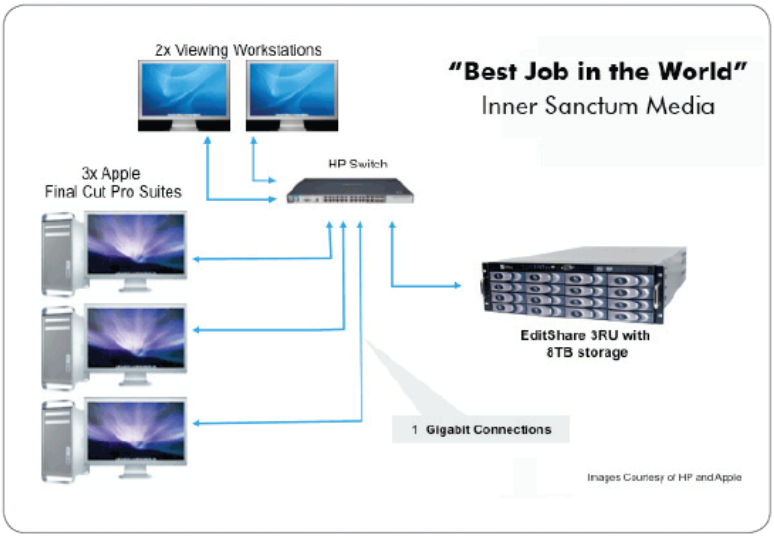
EditShare 3RU - 8TB

storage with 1 Gigabit Ethernet connection to network switch

Connected to EditShare via 1 Gb Ethernet to network switch:

3 x Final Cut Pro edit suites

2 x Viewing workstations



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