

EditShare for Sports

Get all of your internal and external stakeholders collaborating on media in the same place.



“EditShare definitely seemed to be the most user-friendly while delivering on all requirements. On top of that, the price was more attractive than the competition.”

DENNIS DOCIL
Senior Director of Content Services



Working in sports video production, you're likely swimming in content. On any given day, you capture home and away games, behind-the-scenes moments, exclusive commentary and player stories, and sometimes you do it from remote locations. All of this footage requires edits in different formats and sizes depending on where and to whom you deliver it. And no matter how much you produce, the fans still want more.

But there are easier ways to feed this insatiable demand for content. Imagine having a scalable storage and collaboration solution for all that media across on-prem, cloud and hybrid deployments.

THE CHALLENGE

Fragmentation between creative tools and media management significantly impacts quick turnaround from live events and game melts.

The real challenge lies in efficiently managing this content: ingesting video in real-time, swiftly logging it, and ensuring it is readily available for editors to clip highlights. Post-event, the footage needs to be reviewed by various stakeholders, from coaching staff to marketing teams, each with their own needs and timelines. Additionally, you need the capability to curate and distribute content to third parties and licensees.

Storage and asset management are critical aspects of sports video operations. It impacts your team's image, creative output, fan engagement and ultimately, the bottom line. From live event capture to archived footage, asset management is crucial to maintaining brand and messaging consistency, facilitating productive collaboration, and automating efficient workflows. Digital assets of all types must flow between various locations seamlessly to achieve team goals and objectives. Otherwise, engagement opportunities are missed, resources are stretched, critical moments aren't captured and ROI is impacted. As digital assets multiply, it becomes increasingly important to implement strategic, cost-effective solutions for sports teams big or small.



THE SOLUTION

EditShare enables sports teams to better manage and distribute the millions of assets captured during live sports productions and stored in their historical archives.

- Manage ingest from any number of cameras and work with multi-layered timelines in 4K definition and beyond.
- Automated indexing of live sport and archival content using AI accelerates productions. FLOW's integrated AI uses machine learning to tag players, numbers, etc., with rich metadata, mitigating manual indexing mistakes and ensuring all content is searchable.
- Security Auditing enables teams to follow the lifecycle of content from its arrival right through to its distribution point, keeping content away from theft and harm.
- Open APIs enables IT administrators to manage and control user access, permissions and projects.
- Tiered storage environment connects and manages online (for immediate production), nearline (for seasonal production), and offline (for historical archive).
- Hybrid environments where workflows can be configured for on-premise or in the cloud.

Maximize budgets, accelerate content distribution, and facilitate visibility and alignment across the organization with a storage solution that provides more for less and is built for scale.

WHY EDITSHARE?

End-to-end Solution

The combination of the EFS open-storage platform, FLOW media management and MediaSilo for external review enables sports brands and organizations to better manage and monetize the millions of assets captured during live sports productions and stored in their historical archives.

Asset Management

FLOW indexes and centralizes all your files regardless of where they sit, making them searchable and accessible through a simple and efficient UI. Whether working from your desk, remotely connecting from the field, or in the cloud, your MAM suite is available to manage and simplify your production workflow.

Integrations and open API

EditShare's ethos is to provide a ruthlessly open platform for partners to work with other vendors in their solution portfolio. EFS, FLOW, and MediaSilo are completely open, with publicly available APIs to build extensive workflows. Partners can integrate multiple solutions into the EditShare ecosystem.

“EditShare handles everything we do flawlessly.”

MIKE DAVENPORT

Senior Director, Production Operations

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Security and Access Control

Sports teams need extreme accountability for live and exclusive content. With EditShare Guardian, you get real-time monitoring with customized reporting and dashboards. You can record user activity such as media space mounts / unmounts and file opens, reads, writes and deletes, etc. You can also monitor your CPU, memory, and disk space usage and auto-forward to your security information and event management.

Distributed parallel file system

There is no single point of failure—media is always online and available and brings business continuity to any broadcaster. You can lose multiple drives, and the system stays constant and online.

Work Faster

Capture media in HD or UHD, clip it, index it, archive it, and deliver it, eliminating delays caused by ballooning file sizes, format choices, and multiple cameras.



For more than two decades, our award-winning technology has helped sports organizations worldwide maximize budgets, accelerate content distribution and facilitate visibility and alignment.

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Want to learn more?
Send us a note at editshare@sales.com

