Broadcast Technology Workflows
The Fundamentals
Course Contents

Listed below are the contents of the 2-day Broadcast Technology Workflows – The Fundamentals, course. Please note that this is not a list of Training Objectives and should not be considered an Instructional Specification. The lists of topics below are illustrative of the course content.

Module 1 – Introduction to Workflows
What is workflow?
From sequential to collaborative workflows
The impact of file-based broadcast workflows
Live production workflows
Non-live production workflows
Different approaches to workflow

Module 2 – Introduction to Converged Technology
What is convergence?
Evolution
Pressure on industry
Proprietary and open systems
Consequences

Module 3 – Integration and Workflow Support
The SI bridge
Creation to consumption
APIs and web services
Service-oriented architectures and FIMS
The hybrid world persists

Module 4 – Metadata
Metadata: what is it?
Metadata types
Metadata lifecycle
Acquisition metadata
Metadata challenges

Module 5 – Media Standards
The main formats used for video and audio file ingest.
Why broadcasters use formats such as AVI-I 100, DNxHD, DVCPro 100, H.264, MPEG-2, ProRes
The different bit rates for each

NB This course is not the place for detailed discussions on codecs: other courses from IABM Training cover the technical aspects.

Module 6 – Asset Management
What is asset management and why do we need it?
Defining the scope of asset management
What does an asset management system look like?
Exploring asset management components and functions
Asset management as a toolkit
The workflow engine

Module 7 – Scheduling and Planning
The difference between long term planning, scheduling and daily playlists
The key user requirements for modern planning systems
How business and production systems interact with planning systems
The challenges faced by broadcasters in managing multi-platform distribution, particularly in their technology systems and how future planning systems could better support these challenges
The role of metadata in the planning process and how it flows through to other systems

Module 8 – Acquisition
How the change in digital workflow is impacting upon the choice and utility of content production tools
How online and offline tools can be used to enhance the creative opportunities for those at different points along those workflows
Why the requirements for these systems are changing with the introduction of file-based acquisition and more IT based approaches
Communicate these requirements through non-technical language
The impact of production decisions on actual costs and resource utilisation

Module 9 – Ingest
The various requirements of file-based ingest systems
The critical importance of the application of metadata at the point of ingest and the new tools and methods that are emerging to do this
The importance of the management of client requirements in these areas
The requirements for transcoding, automated QC and compliance review

Module 10 – Post Production
The different components of video, audio and creative post-production
Commodity infrastructure and software
The different desktop tools
Specific metadata requirements
The impact of new outputs including 3D and multi- platform requirements
The difference between on-screen graphics systems and post-production graphics, and the associated workflows

Module 11 – Delivery
What packaging is and why it is important
Packaging workflows
Profiles
Access services
File validation and QC
Playout and distribution workflows
Distribution types
Delivery assurance

Module 12 – System Requirements
The different methodologies – including Agile - that are influencing IT development in this field
How these methodologies are changing the way that features within those systems are developed
How these affect the usability of the end-to-end system
“User stories” to help determine requirements around the user interface and general product usability

Module 13 – The Future
Emerging technologies such as Cloud and Virtualisation and how these technologies may impact business in the future