

Atlantis Télévision : State of the Art Asset Management and Archiving

CASE STUDY



Like many other areas, French television channels have had to show adaptability during the global health crisis. Indeed, they dealt with an audience increase and strong competition from audiovisual platforms. In addition to remote working, those challenges put the technical industry under stress and creativity seemed to be the best answer. Creative people met the expectations, but they faced a lack of social contact, which is sometimes the secret source of their inspiration.

Due to 19-COVID, Atlantis group, the first program producer in Europe, had to quickly adapt to the circumstances to ensure it continued to meet customers expectations within the television, advertising and film industries.

Until 2016, Atlantis Television was using different storage systems to manage and archive its content. However, in accordance with the media industries move away from tape based production and archives, the post-production company actively looked for a storage solution that could optimize their siloed business islands, avoid manual tasks and really guarantee the durability of their audiovisual legacy content. Following an international best practices study, Atlantis Television met in 2016 with Pixitmedia, a British company that pioneered object-based storage and specialises in the media industry.

"With many thanks to Pixitmedia, we are keeping up with the times. Secure media management is now guaranteed for our customers thanks to a user-oriented interface. A specific technical specialist is not required and this philosophy suits our group perfectly."

Frédéric Houzelle,
Atlantis Group CEO

Object Matrix, the on-premise, hybrid and cloud storage platform developed by Pixitmedia, was easily integrated with Atlantis Television's infrastructure to strengthen their content management.

In addition to their purely functional needs, the post-production company was also looking for a solution that allowed producers and customers to collaborate via an intuitive user interface. Atlantis Television turned to Vision, Pixitmedia's archive browser and media management application, which allows simple and fast remote review and approval for validating assets before use in production. Producers now have self-serve access to their content via a web interface that's very easy to use.

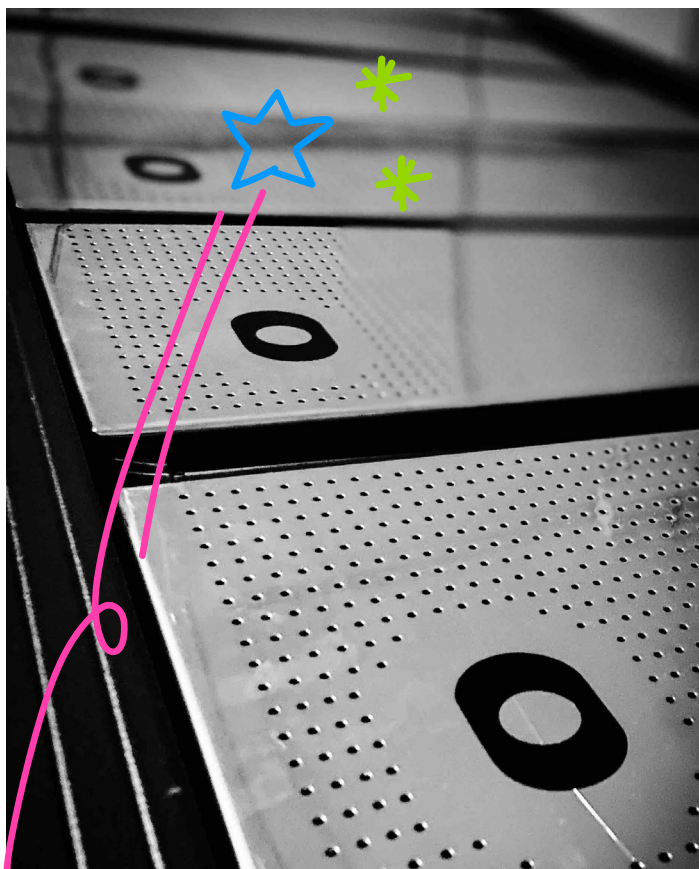
Atlantis Television always adapts the organization to its customers. In fact, some users continue to work with physical supports and rely on Atlantis Television's expertise to support their digital transformation and modernise their workflows. Thanks to the customers confidence and the quality of the groups infrastructures, Pixitmedia has integrated perfectly and completes the post production companies offer.

Also, the breakthrough of new high resolution images (UHD, 2K, 4K) and the evolution of uses and expectations require an increase in storage capacity and accessibility to content (simple searches, remote work, high level of security and safety).

CTM Solutions helped with the implementation and integration of Pixitmedia solutions into Atlantis Television's infrastructure. Their product mastery was particularly appreciated by Atlantis Television as it also highlighted the high quality customer service offered by the team at Pixitmedia who is represented by IVORY in France and Belgium.

Today, the Atlantis Television and Pixitmedia collaboration offers significant storage capacity to post-production professionals and answers two challenges:

- The first is the classic use in the creative process; from the rushes acquisition to the programs distribution, with a high level of security and access both internally and remotely.
- The second use is when a customer gives us access to manage their legacy archive to be able to create fast turn around, last-minute news programs.



"Our employees and customers use our storage solution every day as it is immediately accessible from our creative workstations. We are convinced that Pixitmedia's object storage solutions are totally adapted to the current needs of the media industry. We are now studying the relevance of hybrid cloud to strengthen our business continuity offer and help our customers to optimize their costs and OMCloud interests us very much."



Léonard Warzocha,
Atlantis Television CTO



Atlantis has evolved in the television industry since its creation in 2002. Atlantis is a tool, an advisor, a 'know how', a structured and high performance team that helps producers to create and make in the best of conditions, leading light programs which will permit them to make their mark on programming schedules or digital platforms. The group's reason for being is the making of programs for television, advertising and e-cinema. atlantistv.fr



CTM Solutions has been a leading player in the market for the distribution and integration of professional audiovisual and broadcast solutions for 25 years. It's clients are producers, post-producers, archiving providers, education and corporate clients. Its teams are involved in the study and design of workflows, equipment integration, project management, technological monitoring of equipment, training of operational teams. ctmsolutions.com



IVORY, founded in 2011, is a hub of resources and services to help your sales, performance and business take off in the French and European media industry. We offer three types of services: strategic and operational consulting, business outsourcing, and onboarding support for entrepreneurs. ivory.fr



Pixitmedia by DataCore, is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. We go beyond storage to deliver a smarter ecosystem for media workflows, with end-to-end solutions that combine high-performance file, nearline, and archive platforms with metadata enrichment, indexing, and search. Enabled by data orchestration tools, our multi-tier technology simplifies content management and migration to ensure media assets are always where our customers need them.

Pixitmedia's innovative solutions integrate seamlessly into existing M&E workflows, optimizing efficiency and collaboration at every level – from ingest to archive to delivery. With Pixitmedia, content is always searchable, secure, and available whenever it's required.

For further insights, visit:

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