



Empowering Broadcasters to Monetise their Legacy Audio Visual Archives

A Silver Trak Digital company providing content owners and media companies with
innovative mass digitisation services

Who is DAMsmart?

- **DAMsmart is the leading specialist audio-visual digitisation agency in APAC**
- **Over 16 years of experience! Proven track record in handling digitisation of National AV projects**
- **Over 2 million asset digitised and counting...**
- **Any video, film or audio format into any digital profile**
- **Data media migration**
- **Highly trained team with professional backgrounds in the broadcasting industry. Unmatched expertise and experience.**
- **Quickly, accurately and cost effectively**
- **Trusted by Governments and Corporations throughout the World**

FIAT  **IFTA**

**International Award-Winning
Media Preservation**



DEADLINE2025

COLLECTIONS AT RISK

THE PROBLEM!

Internationally acknowledged by Archive bodies that the Year 2025 is the Deadline for all forms of Analog AV Legacy content to be digitised failing which they can never be digitised forever.

AFL **a case study**

**22,000 individual
videotapes and
films, including
Betacam family
videotapes, 1 inch C
format, U-matic, 16
and 35mm films**





The AFL Business Model



Consultancy
Systems integration
Connectivity
Project Management
Commissioning
AWS Migration Partner
AWS APN Consulting
Partner



Cloud services
Financial Assistance
towards migration
Consultancy



Consultancy
Specialised digitisation and
media migration partner

AFL's Challenges

- **Access:**
 - **Managing the video archive was inefficient and relied on skilled technicians to access the vision**
 - **Distribution and reproduction of tape footage as short clips and stories was challenging as it was not scalable for digital consumption in multiple video formats**
- **Risk: The short life of the physical tapes meant the AFL could eventually end up losing footage forever**
- **Monetisation: Myriad of possibilities. Which one would work best?**
- **Finance**
 - **Upfront cost of digitisation**
 - **Upfront cost of MAM integration**
- **Going to AWS cloud was new and challenging. Lack of qualified people for AWS for Media**
- **Disparate metadata systems**

Solution

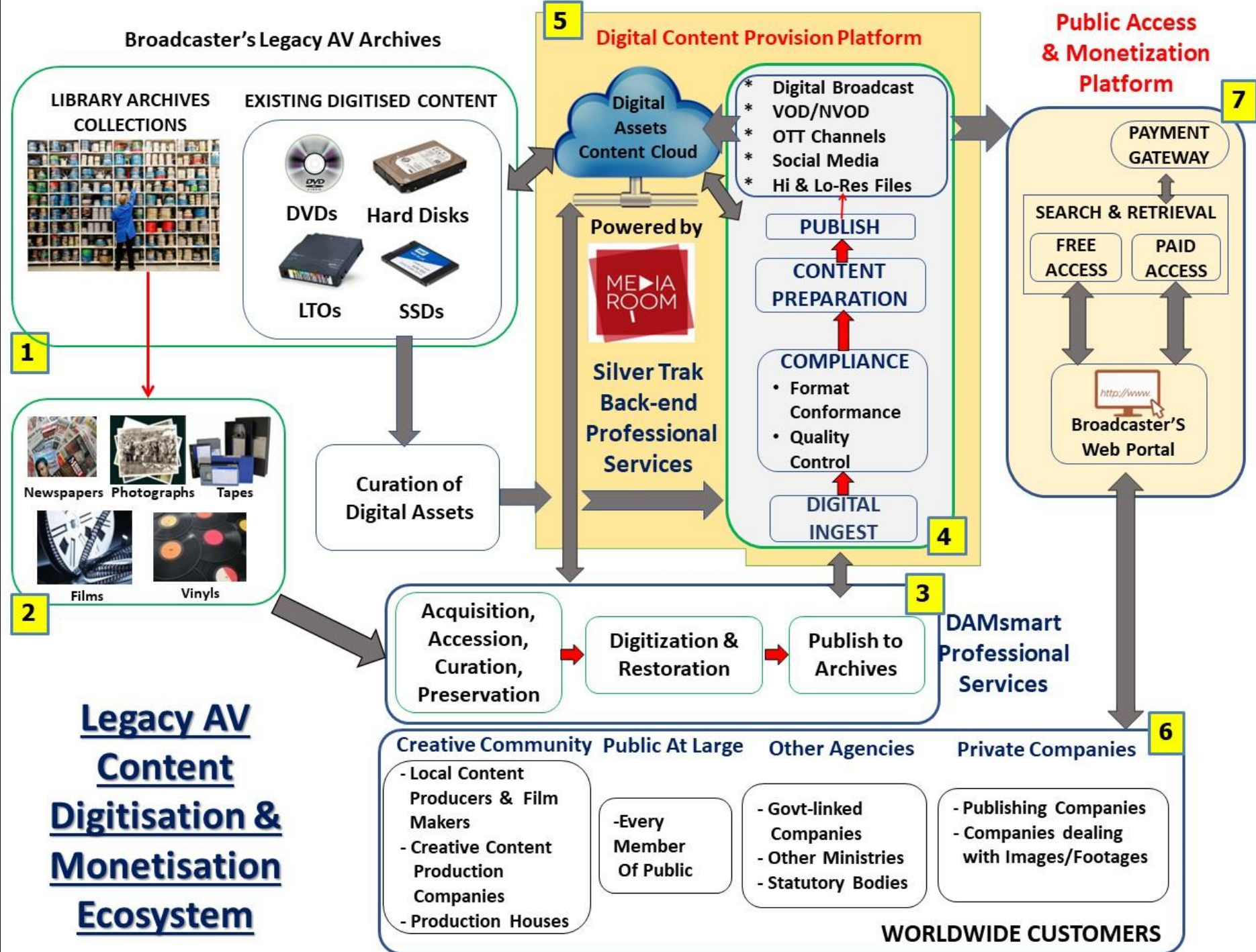
- **Fully managed service delivered by Telstra – AFL did not have professional experience to manage the digitisation process and ongoing platform management as well**
- **Finance**
 - **Telstra facilitated the upfront digitisation cost and the MAM onboarding services to be spread over a 5 year term – lower economic barrier to entry**
- **Telstra is an AWS Migration Partner (APN Consulting Partner)**



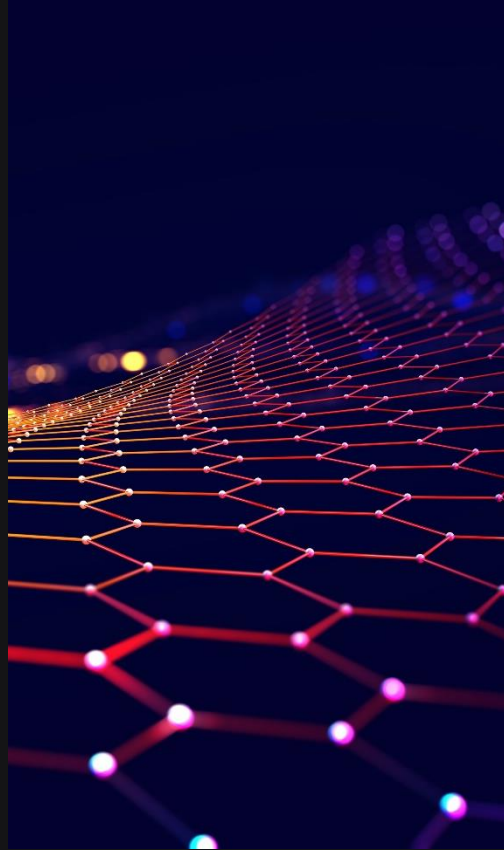
- **Running 24 x 7 operations**
- **Cleaning and preparation of all media to optimise recovery**
- **The creation of transmission-ready broadcast masters from all videotapes and films**
- **Extensive QC to ensure the digital files met the AFL's very high technical requirements**
- **Workflows to facilitate immediate access to content for the AFL archives team and enable them to deliver internal urgent access requests while the tapes were offsite**
- **Comprehensive project management, reporting and communication**
- **Delivered close to 1PB on Snowball to AWS S3**

*Archives are humanity's collective memory bank, maintained
in many public and private organizations'*

Irina Bokova, UNESCO's Director-General, 2016



**Legacy AV
Content
Digitisation &
Monetisation
Ecosystem**



Digitisation at Scale



Special IP
developed over
many years

Digitisation at Scale

- **Able to maintain very tight control around collection management/file naming/client reporting etc utilising client barcodes to drive a range of highly automated workflows.**
- **Provide tight integration with automated file-based QC and manual QC processes**
- **Provide secure online pre-approvals of digitised content to progress with the subsequent processes of restoration, up-conversion, etc.**
- **Provide client notifications via emails and short messaging services at client-defined stages of the production processes**
- **Provide online access of browsing and viewing proxies of HQ AV masters with multi-tenanted rights assignment for the client**
- **Able to collect and report on information around tape conditions and treatments such as cleaning, baking and repairs**

SILVER TRAK DIGITAL



THANK YOU