

White Paper

Your guide to next-gen video content production 2023

orange**logic**

Welcome to a new era of video production

Explore the latest innovations in video media and ways to modernize and accelerate your creative workflows.

Video content is no longer simply the domain of Media & Entertainment companies. Today, video content is considered an essential part of nearly every enterprise's marketing strategy.

This white paper will provide an overview of new and emerging trends in the video content industry, including 8K ultra-high definition, filming for virtual reality, live video production, remote work, and artificial intelligence workflow tools. We will also discuss a variety of time-saving efficiency tips and technical best practices to optimize your creation process, whether you work remotely or on location.

While there are many highly-technical and IT-based guides for setting up an infrastructure capable of handling modern video production, this white paper will focus largely on practical solutions and tools for creative teams and content managers.

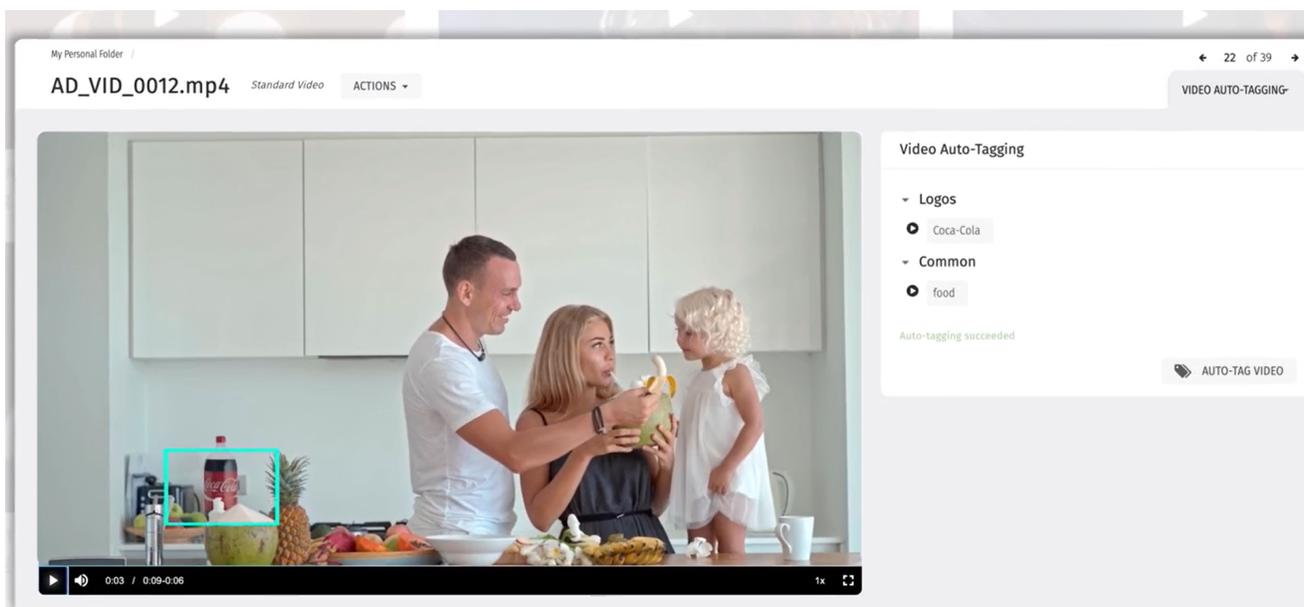


Artificial intelligence



How A.I. can simplify video creation

While artificial intelligence tools have been around for a while, new advances are putting it center stage for creatives.



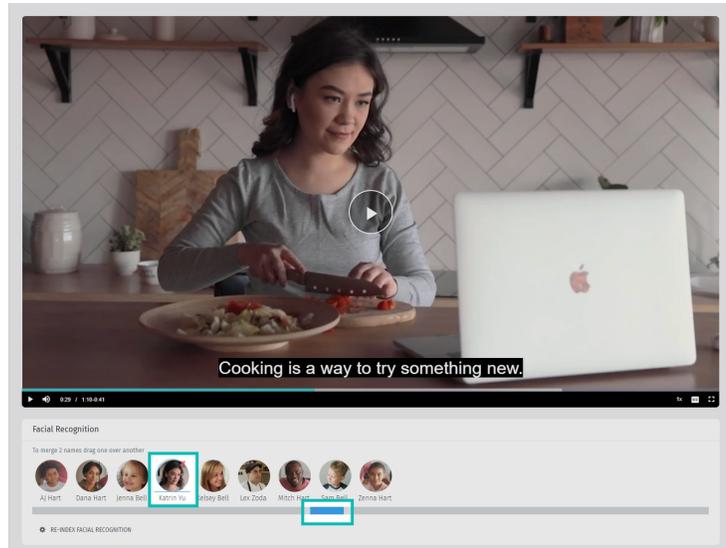
Perhaps no innovation is more significant to video content creators than the application of advanced artificial intelligence, machine learning, and computer vision technologies into the creative process.

The following innovations have the potential to make assets easier to discover, files easier to use and manage, and global publication more cost effective than ever.

Facial recognition

Facial recognition software has achieved near perfection in accuracy under ideal conditions, with a 99.97% accuracy rate, according to research published by the [Center for Strategic and International Studies](#) in 2020.

Facial recognition will allow you to search for assets containing individual actors, as well as to discover the specific point within video files where a particular actor appears.



Perhaps most notably, facial recognition A.I. can also connect faces with their usage rights and permissions to streamline the pre-production process.

Auto-tagging

A.I. auto-tagging supplements your video and image files with tags generated by a computer vision algorithm that identifies unique objects, keywords, and people within your files. Auto-tagging can drastically reduce manual workload upon ingestion and improve asset discoverability across the board.

Orange Logic even allows you to search for specific instances of tags within videos. For example, if you search for "roses" and find a video tagged with that term, you can jump to the exact timestamp in that video where roses are shown.

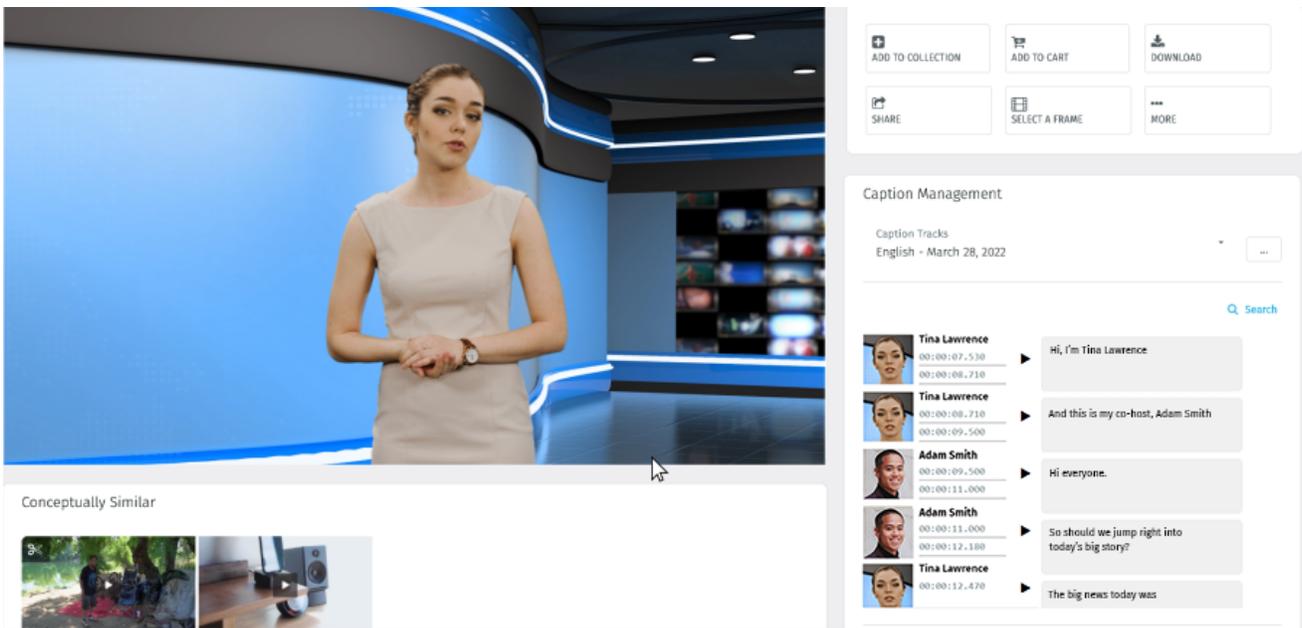
Auto-transcoding

Given the variety of video file formats and codecs available, auto-transcoding is an especially important feature in the video world. For example, Orange Logic auto-transcodes uploaded video files into a variety of proxy formats. Use cases could include user restrictions on viewing full-resolution versions, size (such as .MOV files vs. .MP4), or applications, such as streaming.

Auto-captions

With the growing demand to include captions to improve accessibility, a capable auto-captioning feature is a must. Adding auto-captions to your video and audio files can improve searchability as well.

For example, within Orange Logic, caption files are considered searchable assets, allowing you to search for specific lines of dialogue to locate the video or audio file you need.



The screenshot displays a video player interface. On the left, a video frame shows a woman in a light-colored dress standing in a modern news studio with blue lighting. Below the video, there is a 'Conceptually Similar' section with two small video thumbnails. On the right, a 'Caption Management' panel is visible. It includes a 'Caption Tracks' section with a dropdown menu set to 'English - March 28, 2022'. Below this, there is a search bar and a list of caption tracks with speaker icons and timestamps. The tracks are:

- Tina Lawrence (00:00:07.530 - 00:00:08.710): Hi, I'm Tina Lawrence
- Tina Lawrence (00:00:08.710 - 00:00:09.500): And this is my co-host, Adam Smith
- Adam Smith (00:00:09.500 - 00:00:11.000): Hi everyone.
- Adam Smith (00:00:11.000 - 00:00:12.180): So should we jump right into today's big story?
- Tina Lawrence (00:00:12.470 -): The big news today was

Auto-translation

If you publish media in multiple geographic locations, third-party human translators can be a significant cost burden. Auto-translation enables your team to utilize refined A.I. translation algorithms to automatically translate both caption tracks and metadata assets like tags into a variety of world languages.

Read more: [5 ways A.I. can improve your content management](#)

Next steps

Yesterday's technology-of-the-future has become a reality for modern DAM and MAM software solutions. These A.I. features make it faster and easier to find the assets you need, manage content and usage, and bring campaigns from concept to publication.

If your organization is still using a basic cloud storage system to handle your assets, consider making the switch to a more active and versatile method of content management.

Live video production



How to publish live video in under 24 hours

Learn how to get to work on RAW files quickly to turn around promotional content.



There are a variety of commercial use cases where video editors need to rapidly turn around live video footage from multiple cameras into content. These can include:

- Live concerts to use as a promo reel for the following night's show.
- Live sports to get highlights to the media.
- Live events, such as auctions, who want to publish noteworthy happenings to social media as quickly as possible.

This process causes a number of headaches for editors, who must capture footage, upload that footage to local dedicated storage (e.g., SAN or NAS), where it is then uploaded to cloud storage, and then re-downloaded onto a remote file system — all before editing can begin. This chapter will detail emerging solutions to greatly expedite this process.

Live video challenges and solutions

The biggest challenge for live video production is uploading and downloading files. Here are some of the emerging technologies and workflows that are accelerating this process.

1

Challenge: Why can't we just upload directly to the cloud?

Solution: Your local on-prem storage acts as backup in the event of data corruption or failure during the upload process, so this intermediary step is highly recommended.

Parallel streaming is one solution provided by services such as AWS Elemental. Parallel streaming allows you to upload RAW files to your on-prem and cloud servers simultaneously — eliminating a time-consuming step in the content ingestion process.

2

Challenge: I don't want to have to download a full video file before I can start working.

Solution: As an editor, you don't want to have to download hours of footage before you can begin editing. One solution is to use a cloud-based NAS solution, such as Lucid Link, that provides remote storage that can be accessed as if it were stored on your local network.

With Lucid Link, you can select and download small chunks of files instead of waiting to download the entire file. This process works in a similar fashion to BitTorrent systems that allow people to download large media files with minimal bandwidth.

3

Challenge: We have to manually delete unused ISO cam footage to free up storage space.

Solution: Manually deleting hundreds of hours of unused or unwanted RAW footage from live events can be a logistical nightmare. And keeping this footage in hot storage can be a significant cost burden.

One solution is to speak to your DAM representative about setting up logic-based retention flags. For example, you could set ISO cam footage to move into cold storage after six months and to be permanently deleted after one year.

4

Challenge: We don't have the time or bandwidth to capture and upload all footage in UHD.

Solution: Not every shot needs to be in the highest resolution, so prioritization is key. Camera angles that will be used primarily as B-roll or archival footage should be captured in a lower definition to save on upload time and storage costs.

For example, during live shows, the Los Angeles Philharmonic prioritizes the line cut and ISO cams 3 and 5 for 4K, while allowing the remaining six ISO shots to use a lower resolution camera.

Next steps

To execute properly, live video requires a combination of the right hardware, software and people all working in tandem. Utilizing these tools and workflow suggestions can help your team take advantage of timely video content to drive awareness, interest, and traffic to your future live events.

Related: [Get from concept to content faster by optimizing your digital media supply chain](#)

Adobe Premiere Pro tips

15 time-saving tips for Adobe Premiere Pro

With the pace of video production accelerating, use these simple yet powerful tips to streamline your editing process.

1. Enable Ripple trim without modifier key

Instead of deleting cuts and manually adjusting clips on your timeline, you likely use the Ripple trim function quite often. But you can accelerate this process by eliminating the need to click on the modifier key to use this feature.

Click on Premiere Pro in the top panel > Preferences > Trim > Select the "Allow selection tool to choose Roll and Ripple trims without modifier key" box

2. Apply effects to entire audio tracks

Instead of applying effects to individual audio clips, you can apply effects to entire tracks by using the following steps:

Go to Audio Track Mixer panel > Click on the ">" arrow in the top left corner > Click the dropdown menu in your desired track to apply effects to the entire track.

You can also copy/paste effects across multiple tracks using right click.

3. Remove green screen

To remove the green screen from any clip in your timeline, follow these steps:

Hit "Shift" + "7" to bring up your Effects panel > Type in "Ultra Key" in the search bar > Select and drag "Ultra Key" onto your clip > Hit "Shift" + "5" to bring up the Effects Controls > Click the eyedropper and drop your preferred color onto the green screen.

4. Exporting screen size

If you're publishing across a variety of channels with different dimensions, you can use the Auto Reframe Sequence tool to allow Adobe's A.I. to automatically adjust the frame size while maintaining the integrity of your video.

Right click on video preview in your project panel > Select "Auto Reframe Sequence" > Select your target aspect ratio > Click "Create"

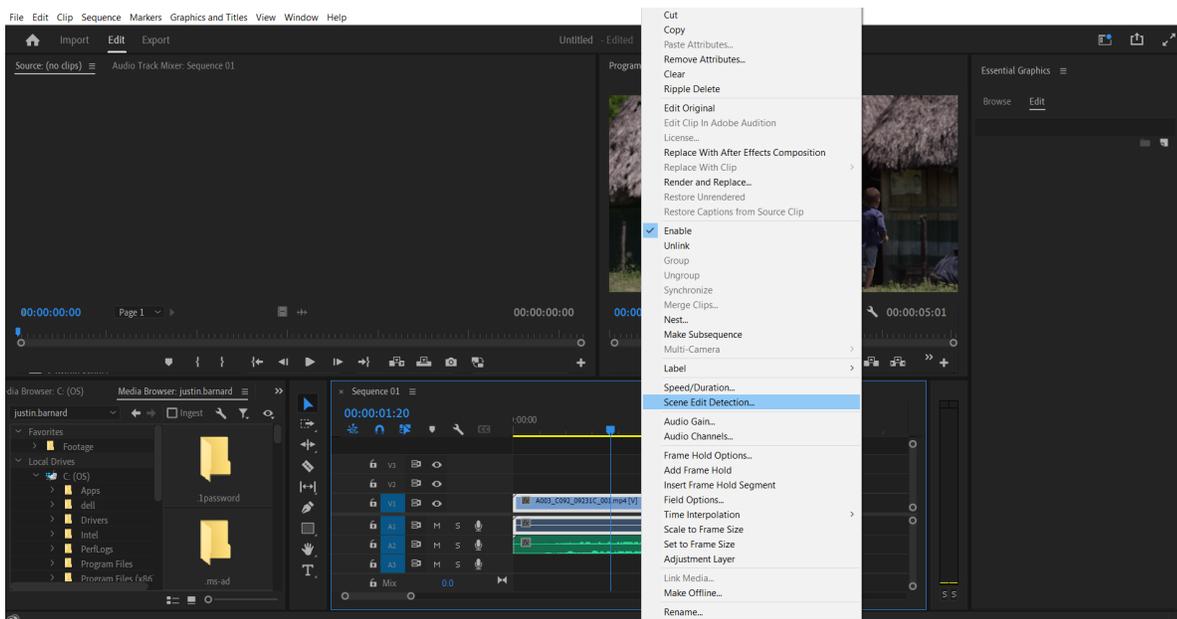
5. Auto replace proxies with high res files

Video editors know the value of low-res proxy files, but advanced enterprise MAM systems like Orange Logic will also offer the ability to download high-res files in the background while you work and, once completed, have the high-res version automatically replace the low-res one.

6. Create clips for social media with Scene Edit Detection

A single video can contain hundreds of scenes you may want to share to social media. Quickly create cuts around each scene by:

Right clicking on the clip > Select "Scene Edit Detection" > Select "Apply a cut at each detected cut point" > Click "OK"

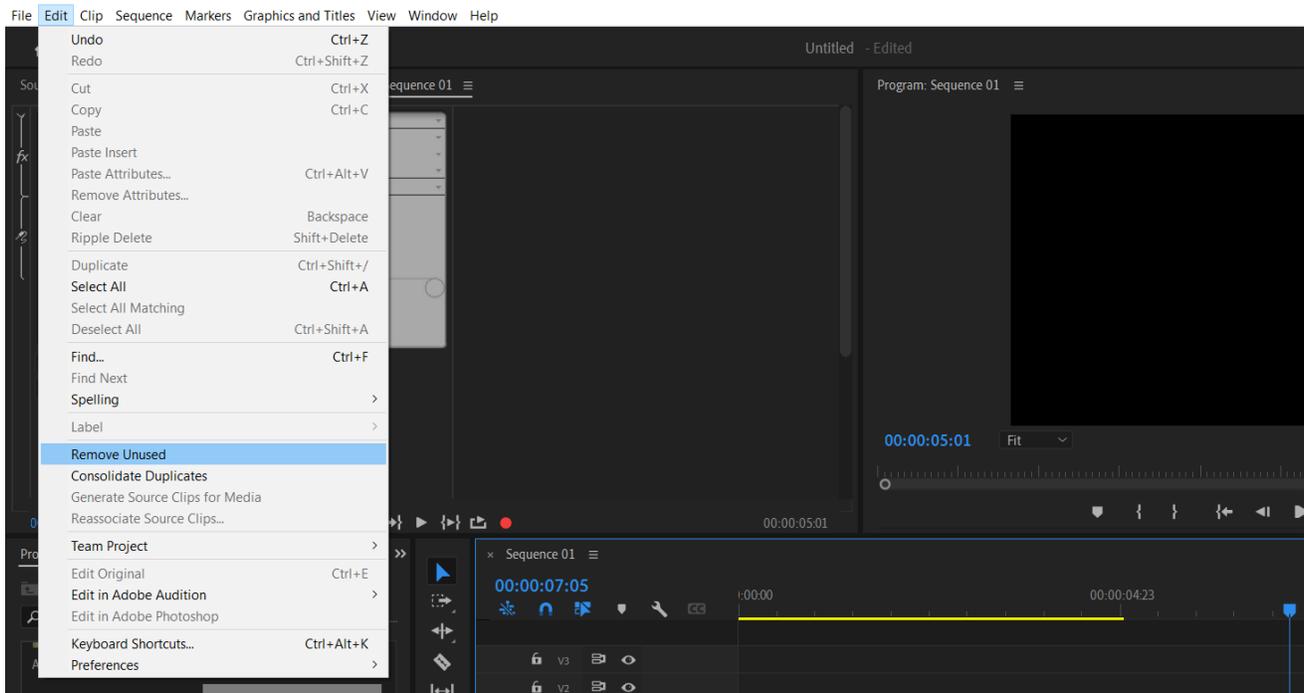


7. Drag to copy/paste

Instead of using "Ctrl" (PC) or "Command" (Mac) + "C"/"V" to copy and paste clips, you can drag clips exactly where you want by holding the "Alt" (PC) or "Option" (Mac) key.

8. Remove unused clips for cleaner collaboration

Clean up your project by removing all unused assets. Do this by clicking "Edit" in the top panel and selecting "Remove Unused."



9. Free up memory space by deleting cache

Similarly, you can quickly clear up memory by deleting all of the unused clips automatically generated by Adobe from old projects. You can also set parameters so Premiere will automatically delete cache files for you (e.g., after a certain number of days).

Click "Premiere Pro" in the top panel > "Preferences" > "Media Cache" > "Delete" > "Delete unused media cache files" > "OK"

10. Align audio and video with clap

One of the reasons film sets use clapboards to begin a take is to help align the audio and video tracks using the spike in audio. Clapping at the beginning of the take is an easy (and free) way to accomplish this goal.

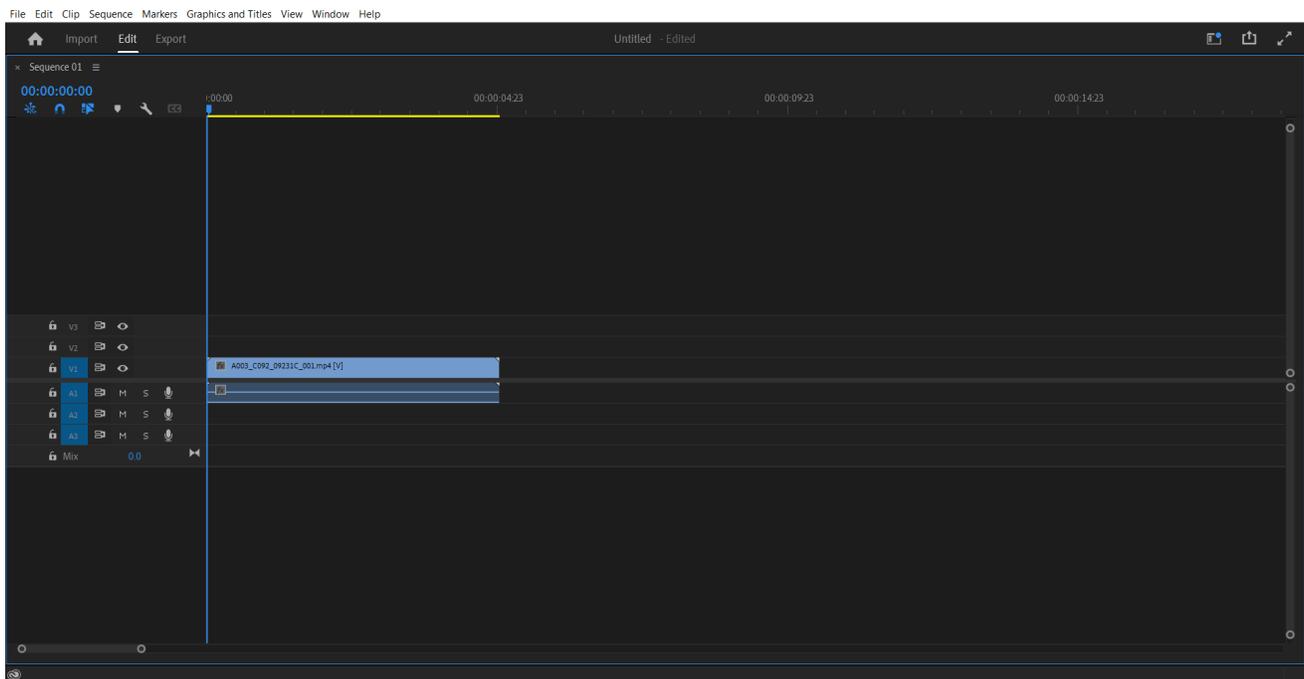
11. Use your second monitor as a full screen preview

You can use your second monitor as a handy full screen preview of your in-progress project.

Click "Premiere Pro" in the top panel > "Preferences" > "Playback" > Within the "Video Device" section, select your second monitor and click "OK"

12. Make any panel full-screen

Quickly make any panel full screen by clicking the "~" key.



13. Use Essential Graphics

Instead of recreating frequently-used graphics every time you start a new video project, save these files to Adobe's Essential Graphics for easy drag and drop.

14. Move tracks up/down without unsyncing audio and video

Manually moving clips up and down your timeline can cause syncing issues. Instead, snap them into place.

With "Link Selection" on, hold "Option" (Mac) or "Alt" (PC) > Continue holding and use the up/down arrow keys to move clips to different tracks while keeping them perfectly synced.

15. Automatically adjust clips to frame size

If you have clips that are not adjusted to the correct frame size for your project, instead of manually adjusting them, just right click on the clip and select "Set to Frame Size."

Next steps

These tips can accelerate your work within the standalone Premiere Pro app. To take your workflows to the next level, consider Orange Logic's Premiere Pro integration, which offers the ability to automatically import project folders from the DAM, an in-app browser plug-in, custom user interfaces, and a variety of options for bolstering proxy-based workflows.

Remote video production

How to handle remote video workflows

Video editing in the era of remote work.



The ability to work remotely existed long before the COVID-19 pandemic brought it into the mainstream. Today, employers who offer prospective employees the ability to work from the comfort of their home have a distinct competitive advantage over those who do not.

However, due to the highly technical nature of video production, remote video workflows cannot be an afterthought without risking a significant reduction in productivity compared to on-prem workflows.

6 tips for seamless remote video workflows

1. Maximize bandwidth. Due to the large nature of video files, bandwidth restrictions are the leading challenge for remote video editors.

2. Remotely connect to on-prem storage using a remote desktop solution or connect via API.

3. Take advantage of low-res proxies to reduce bandwidth consumption. While this is standard practice, Orange Logic's Adobe Premiere Pro integration allows you to work on low-res proxies while high-res files download and automatically replace their low-res counterparts in the background.

4. Use a predictable folder- and file-naming structure. Modern MAM systems like Orange Logic will be able to reduce your workload by automatically mirroring your folder and file structure upon ingest.

5. Establishing good communication practices is especially important for remote work. Make sure you and your teammates are on the same page with the communication conventions and standards for your company.

6. Focus on project management and establish clear workflows for all team members using services like Google Drive, Asana, or native tools within your MAM or PM solution.

How to maximize bandwidth

-  Run [speedtest.net](https://www.speedtest.net).
-  Consider both upload and download speed (most residential areas have asymmetrical bandwidth).
-  Use a wired ethernet connection instead of WiFi.
-  Upgrade your ISP or plan or consider using a business plan.
-  Use third-party apps like Slingshot to schedule file transfers during off-peak hours.

Next steps

When it comes to remote work, a capable and intuitive project management system is crucial to give executives peace of mind and simplify the workflows of creative teams. Look for a system that is more than just an asset library and is capable of handling PM tasks, such as the ability to:

- Assign and manage asset-related tasks and sub-tasks
 - Manage permissions and access rights at a departmental or even individual level
 - Track and display an asset's usage and revision history
 - Create customized dashboards based on an individual's preferences and job function
 - Allow users to review, comment on, and approve assets
-

Video workflow checklists

Video pre-production checklist

While less technologically-sophisticated than production and post-production, this is the foundation of any great video project.

- Create the brief:** Before the rubber meets the road, define your objectives, distribution channels, and target audience for this project.
- Identify your primary message:** Next, create a primary messaging element or theme that will guide your creative process throughout the project.
- Choose a style:** Will it be a formal interview, an animated explainer, a whiteboard video, etc.? The style will guide the next step.
- Storyboard your concept:** Develop sketches that detail the main visuals and thematic concepts of each scene.
- Write the script:** Once the creative direction has been outlined, a scriptwriter can write dialogue and provide visual guidance for each scene.
- Select location and equipment:** Identify the location and equipment needed to execute on your video concept and reach out to the relevant logistics personnel.
- Identify talent:** Choose the appropriate actors for the video and secure permissions and usage rights.

OrangeApprovals

With this powerful add-on for Orange Logic, you can manage usage rights, upload headshots, contact representatives, and set up Selects to rank photos, all within one centralized system.

[Learn more](#)

- Create a production schedule:** Finally, your production crew can estimate how long each step of the production process will take and develop a schedule.

Video production checklist

Shoot day is a hectic time with a dizzying number of different parties involved. Simplify the shoot day process with this checklist.

Day before shoot

- Make sure equipment is secured:** Check with vendors or inventory for all required equipment, including camera, lights, location, tripods/dollies, mics, and A/V jacks.
- Confirm talent approval and availability:** Reach out to talent representatives to confirm timelines and provide any notes.
- Confirm on-camera items:** Check that all props, documents, and presentation aids are ready for shoot day.

Day of shoot

- Ensure set is staged properly** including the backdrop, logos, lighting, audio, and cameras.
- Perform an audio test:** Check for local background audio issues by performing a test video on your phone.
- Check mic and audio levels:** Perform mic checks on every device you will need throughout the day.
- Check battery charge:** Check all mics, cameras, and any other battery-powered equipment.
- Look out for B-roll opportunities:** During the day of the shoot, keep an eye open for B-roll opportunities. These can be shots of the location, the primary cast member embodying their role, or the product being used.
- Refer to the storyboard:** Before shoot day ends, check your storyboard to make sure you have all the shots you need to properly execute post-production.

Video post-production checklist

Post-production is a collection of tasks used to ensure video projects are polished, on-brand, and ready for distribution.

- Cut and trim clips:** Make sure the pacing of your video is on-point with the tone and message you identified in the creative brief.
- Check music and audio levels:** Check for audio consistency and that the music tracks and sound files lend themselves to the message of your project.
- Execute color corrections:** Fix any changes in color in between shots or after cuts to ensure consistency.
- Proof titles and graphics:** Check for spelling, grammar, and consistency on all titles, subtitles, and graphics. Fix any animation errors or glitches.
- Apply visual effects:** Ensure transitions are smooth and that effects match the rest of the video.
- Maintain brand guidelines:** Make sure logo treatment, typefaces, and colors adhere to your client's brand guidelines.

OrangeBrandTools

Your assets live in the MAM, it only makes sense to connect those assets directly to your brand. BrandTools enables you to create a unique brand book microsite within your MAM interface to keep brand guidelines secure and up-to-date.

Enterprises can even use BrandTools to create multiple brand sites for all their brands and set detailed access permissions for each brand team.

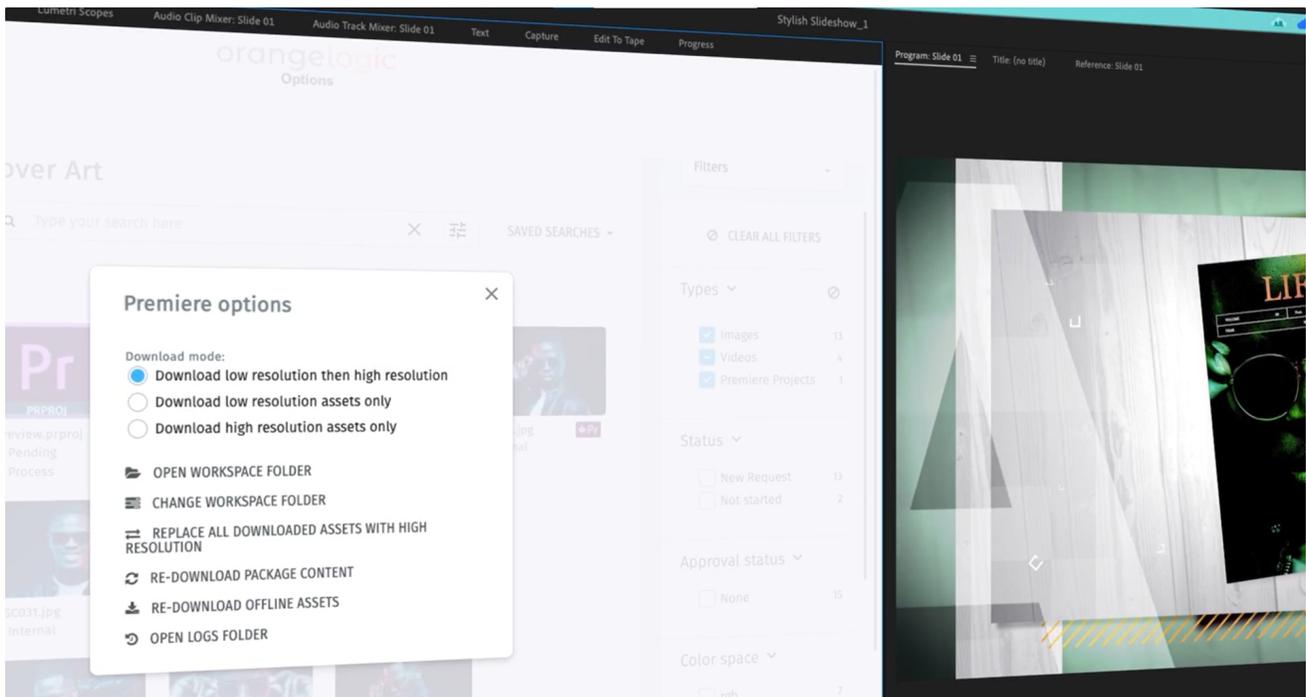
[Learn more](#)

- Adjust sizing:** Make sure all clips are in the correct format and aspect ratio for the publication medium (see Adobe Premiere Pro tip #4 above)

Shooting and editing in 8K

Shooting and editing 8K video

With 4K already approaching the limits of human detectability, you may be wondering, “Why 8K?”



The short answer: flexibility. Given the much sharper picture of 7680 x 4320 pixels, 8K shots grant post-production benefits that Full HD and 4K do not, including the ability to zoom in on a shot during editing while retaining UHD quality.

But 8K comes with its own set of challenges. Namely, bandwidth requirements and cost. Given the novelty of the technology, equipment is still prohibitively expensive for many — while 8K video footage at only 24fps is double the size of 4K, 60fps footage.

System requirements

The following are the minimum requirements to enable the creation of 8K UHD video.

- + Operating system:** Maintain regular updates of your preferred system
- + Video editing software:** Premiere Pro or Final Cut Pro X will suffice, but ideal 8K editing systems include EDIUS for built-in proxies or Avid for rapid processing speed
- + Processor:** 12-core or higher, such as Intel Core i6 or above
- + RAM:** 15TB+
- + Storage:** 50TB RAID storage can accommodate 80 hours of 8K footage
- + GPU:** AMD Radeon, NVIDIA RTX, or similar

8K video workflow tips



Use proxies: Your DAM or MAM should allow you to work on proxy files while full-resolution files download and replace low-res versions in the background.



Enable GPU decoder: If you require working with full-resolution files, do your research to find a specialized video decoder solution that works with your setup to free up CPU horsepower.



Set large files to download during off-hours: For batches of UHD footage, consider downloading overnight or during off-peak hours.

Next steps

8K video will likely remain a nice-to-have for the next few years, but once 5G internet becomes more widely available and more screens are built to meet the demand for 8K, expect the transition to happen quickly.

One step your organization can take to make sure you're ready for the next generation of HD video is to check if your storage provider can accommodate the needs of 8K footage.

Orange Logic features immense storage capabilities with no known limits on overall storage capacity or upload file size. We currently serve customers that host over 25 million individual assets with no degradation in service speeds as well as clients who upload video files as large as 2TB.

Case study: [How Carnegie Hall uses OrangeDAM to share part of their 400+ terabyte archive with the public](#)

Virtual reality

Get ready to enter the metaverse

Video editing in the age of virtual reality, augmented reality, and 360° video.



Though they're new to the game, virtual reality (VR) and augmented reality (AR) are having a big impact. According to [IDC](#), VR/AR headset shipments are expected to grow by about 47% year over year in 2022, with no sign of slowing down.

Both VR and AR rely on creating video that covers either a 180° or 360° view, meaning the rules for what works for traditional video don't always apply. Here are some tips to make sure you can shoot and edit professional VR, AR, and plain-old 360° video.

8 tips for cleaner VR/AR

Shooting

1. Reduce your footprint. If you're shooting every angle available, that includes the space where you have your camera. You can cut down on the work it'll take to hide it later on by using a smaller monopod rather than a tripod.

2. Consider the audience line of sight. While line of sight is important to standard video, it's a key component of creating an immersive experience for VR and AR audiences. And since you can't change sight lines for your audience once the video is shot, you should aim your camera roughly where their sight line should be.

3. Use movement to guide viewers. If you want your audience to "move" in a certain direction in a VR environment, move the camera that way. Viewers will direct their attention towards the movement.

Shooting VR/AR in 180° vs. 360°



- Lets you use a lower resolution (to get the same quality as a 4k video at 180°, you need an 8k video at 360°)
- Better sense of depth
- Works well for seated audiences
- Lets you avoid glare from the sun
- Needs a headset to work properly



- Captures everything
- Better for AR use cases since it works without a headset.
- Better stabilization than 180° video

Editing

4. Know your toolkit. Video in three dimensions is more complicated, but the tools should be familiar:

- Video editing tools, including Premiere Pro and FCP X have 3D editing capabilities.
- Audio editing software such as Avid Pro can help you create an immersive, 3D sound.
- Animation software, like Adobe After Effects, lets you add 3D animations and direction that draw the attention of your audience.
- If you plan to have audiences view your video in a VR helmet, have one of those handy to test your work.

5. Be ready for big files. The bigger the field your audience is looking at, the more pixels you need to make it look good. So if you're using 1080p video for a standard video, you're looking at 4k for a 180° video or 8k for 360° to get the same quality. That means having a solution in place for transferring and storing those large files.

6. Have a MAM that can handle associated files. VR/AR video can include some 3D assets in addition to the video itself. Your asset management solution should have the ability to show any extra graphics and 3D assets you may need to complete your VR/AR video.

7. Work in low-res. Video is big, but 180°/360° video is bigger. Orange Logic's Adobe Premiere Pro integration lets you work on low-res proxies while high-res files download and replace their low-res counterparts in the background automatically, letting you get started without waiting for the complete file.

8. Keep your eraser handy. There are a few spots that need editing attention when you're working with VR/AR video:

- 360° video often has a stitch where the ends of the video meet that has to be blended to make the video a seamless experience.
 - The fisheye lenses usually used by this type of camera can give you distortions at the "top" and "bottom" of the shot that require editing.
 - Don't forget to erase your camera, unless you want to include it in the shot.
-

Next steps

Virtual and augmented reality video is already making waves in television, gaming, healthcare, real estate, and many other industries. As applications for this technology continue to expand, expect demands for its inclusion in your video strategy to accelerate accordingly.

By following these tips and understanding the right type of footage to capture, your teams can meet this growing demand as efficiently as possible.

Conclusion

The next generation of video production will require a powerful toolkit to handle asset creation and storage, rights management, project management, talent approvals, and seamless integrations with your favorite software like Adobe Creative Cloud.

Book a meeting today to learn how Orange Logic can offer best-in-breed video support and provide your organization with a single source of truth.



Learn more at [angellogic.com](https://www.angellogic.com)

Follow us on social

