

sphereabacus

CASE STUDY





OVERVIEW

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BACKGROUND AND CHALLENGES

SPHEREABACUS, A SUBSIDIARY OF SPHERE MEDIA, SPECIALISES IN ACQUIRING AND DISTRIBUTING DIVERSE, HIGH-QUALITY PROGRAMMING GLOBALLY. SINCE ITS INCEPTION IN 2020, ABACUS HAS RAPIDLY GROWN INTO A SIGNIFICANT DISTRIBUTOR. HOWEVER, WITH THIS GROWTH CAME SEVERAL KEY CHALLENGES:

1

THEIR CONTENT LIBRARY EXPANDED EXPONENTIALLY, ACCUMULATING THOUSANDS OF HOURS OF MEDIA, MAKING MANAGEMENT INCREASINGLY COMPLEX.

2

THE ACQUISITION OF FLAME MEDIA'S CATALOGUE ADDED 2,200 HOURS OF CONTENT FROM AUSTRALIAN SOURCES, STORED ON HARD DRIVES, EXACERBATING THE MANAGEMENT DIFFICULTY.

3

THE USE OF SPREADSHEETS AND TRADITIONAL FILING SYSTEMS LED TO DUPLICATION ISSUES AND OBSCURED VISIBILITY OF THE ACTUAL CONTENT.

APPROACH

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IN RESPONSE, SPHEREABACUS PARTNERED WITH VIDA CONTENT OS TO STREAMLINE THEIR CONTENT MANAGEMENT AND DISTRIBUTION. THE SOLUTION INVOLVED:



DEVELOPING AN INTUITIVE, USER-FRIENDLY PLATFORM ENABLING THE IN-HOUSE TEAM TO EFFICIENTLY LOCATE, SCREEN, AND CATALOG CONTENT, INCLUDING HIGH-QUALITY MASTER FILES.



CREATING A SYSTEM FOR SPHEREABACUS TO STORE, MANAGE, AND DISTRIBUTE CONTENT DIRECTLY TO BUYERS, ELIMINATING THE NEED FOR THIRD-PARTY INTERMEDIARIES.



FACILITATING THE SWIFT MIGRATION OF EXISTING LIBRARIES AND STANDARDISING TECHNICAL AND EDITORIAL METADATA TO ALIGN WITH SPHEREABACUS' SPECIFICATIONS.

RESULTS

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THE IMPLEMENTATION OF VIDA'S CONTENT OS, A CLOUD-BASED SAAS SOLUTION, REVOLUTIONISED SPHEREABACUS' OPERATIONS:

SPHEREABACUS NOW HAS IMMEDIATE ACCESS TO ALL MASTER FILES ACROSS THEIR EXTENSIVE LIBRARIES, WITH OVER 375TB OF DATA AND 120,000 ASSETS MIGRATED TO THE CLOUD, COMPLETE WITH ENHANCED METADATA.

THE 2,200 HOURS OF NEWLY ACQUIRED CONTENT ARE SECURELY STORED IN TRIPPLICATE ACROSS MULTIPLE CLOUD REGIONS.

SPHEREABACUS' ENTIRE CONTENT PORTFOLIO, INCLUDING THE COLLECTIONS FROM THE AMCOMRI ENTERTAINMENT INC GROUP, IS READILY ACCESSIBLE, SIGNIFICANTLY IMPROVING EFFICIENCY IN CONTENT MANAGEMENT AND DISTRIBUTION.

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TESTIMONIAL

VIDA HAS BEEN A GAME CHANGER FOR OUR WORKFLOW AND HAS SIGNIFICANTLY IMPROVED EFFICIENCY WITHIN THE TEAM. WITH THOUSANDS OF HOURS OF PROGRAM CONTENT IN OUR CATALOGUE, THIS SYSTEM HAS PROVEN TO BE AN INDISPENSABLE TOOL THAT HAS STREAMLINED OUR OPERATIONS.

ITS' USER-FRIENDLY INTERFACE MEANS THAT INTEGRATING IT INTO OUR BUSINESS HAS BEEN SEAMLESS, AND WHILE EASY TO USE, IT STILL DOES EVERYTHING WE NEED IT TO. PERHAPS MOST VALUABLE TO US IS ITS ABILITY TO IMPROVE THE VISIBILITY OF OUR EXTENSIVE CATALOGUE. IN THE PAST, SEARCHING FOR DETAILED SPECS FOR A TITLE COULD BE LABORIOUS AND TIME-CONSUMING, BUT WITH VIDA WE CAN RETRIEVE THE INFORMATION WE NEED EASILY AND QUICKLY.

IT ALSO ALLOWS US TO SEND ASSETS DIRECTLY TO CLIENTS WITHOUT NEEDING TO INVOLVE A THIRD PARTY. THIS HAS NOT ONLY SAVED US TIME, BUT ALSO AVOIDS POTENTIAL BOTTLENECKS IN THE PROCESS WHICH MEANS OUR CLIENTS GET A BETTER SERVICE.”

CATHERINE CORNER - DIRECTOR OF OPERATIONS,
SPHEREABACUS.

VIDA
CONTENT OS