

HPA Technology Retreat 2015 – Panel on Automated QC for file-based workflows

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Participants

- Chad Rounsavall, Nexidia
- Henry Gu, GIC
- Howard Twine, Vidcheck
- Mike Christmann, FLYING EYE

What are we up to

- Short introduction
- Panel discussion
- Q&A

Motivation

- Why do we need quality control in file based workflows (more than in tape based workflows)?
- Why do we need automated quality control?

Why do we need quality control?

- IRT MXF PlugFest Report 2014:
 - „...The overall result for this year is that an interoperability of 91.8% could be reached...”
 - 88.8% in 2013, 87% in 2012, 80% in 2011
 - Number of vendors is limited (<20), tests focus on MXF OP Atom & OP 1a and 4 essence types
- Is that sufficient?

Why do we need quality control?

- Another example (Netflix)

„... Fetner said the goal is to cut the global content redelivery rate from 7% down to the 1% redelivery rate that was required during the days of HDCAM tape-based content delivery. The 2011 tsunami in Japan hastened the move away from tape-based delivery as tape shortages made file-based delivery the only realistic option...”

Source: <http://svgeurope.org/blog/headlines/live-from-smpte-netflix-embraces-imf-for-format-interoperability/>

Why do we need automated quality control?

- Very easy...
 - The amount of different versions we have to put out increases almost every week...
 - There are constantly new file formats and codecs which add variables to the equation...
 - And don't forget the (analog) legacy formats
 - As a consequence – statistically – there are more and more problems...

Why do we need automated quality control?

- So.... can the traditional model of doing QC still cope with these new challenges?

Does the analog model scale?



... the answer to the question is NO...



The analog model does not scale well...

Source: <http://www.leo-bw.de/web/guest/>



... the digital model does

Source: <http://www.claas.de>

modern farmer

FARM FOOD CULTURE HANDBOOK MAGAZINE SHOP



PREVIOUS POST
Farm-to-Text

NEXT POST
Scenes From A Pot Farmers' Market

This Tractor Drives Itself

By [Jesse Hirsch](#) on April 11, 2013
Photography by [Mike Krivit](#)



...and maybe one day the tools will be fully automated...



Panel questions

- Everyone of our panelists represents a company that offers an Automated QC software. But they are all different. To start with, just tell us how each of you defines Automated Quality Control.

Panel questions

- Which type of QC issues are – in your opinion – the best ones to tackle with automated processes and which ones are not suitable for automated processes?

Panel questions

- In all the projects around Automated QC that I'm involved in it is always the same, we are discussing semantics forever. Everyone is using different descriptions and wordings for a particular QC issue / criteria. The EBU Periodic Table is (in my mind at least) a great starting point to harmonize semantics. What do you think about it?

PERIODIC TABLE OF QC CRITERIA

The periodic table of QC criteria is a grid of 10 columns and 10 rows. Each cell contains a small icon and a list of criteria. The icons are color-coded: green for the first two columns, blue for the next four, and red for the last four. The criteria listed include:

- 1. Content
- 2. Presentation
- 3. Production
- 4. Technical
- 5. Legal
- 6. Financial
- 7. Marketing
- 8. Audience
- 9. Innovation
- 10. Sustainability

Panel questions

- What are the biggest challenges for the customers when it comes to Automated QC for file based workflows?

Panel questions

- This whole issue is very complicated. What skill set is required to operate such tools?

Panel questions

- Pricing is an issue: What kind of pricing / licensing models are required?

Panel questions

- Performance is also an issue: What possibilities can be offered to give the customer scalability and flexibility in terms of performance?

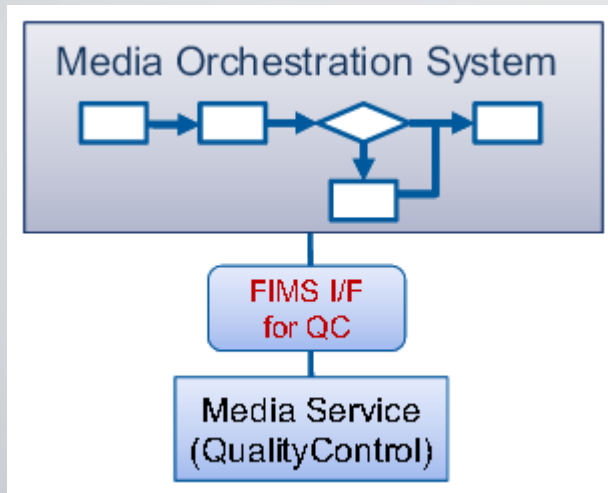
Panel questions

- There are obviously differences between Broadcast and Postproduction / Distribution when it comes to Automated QC. What are these differences?

Panel questions

- Can the FIMS Quality Analysis service help to make this complex issue a little bit easier?

FIMS QA Service (under construction...)



Profiles will allow for specific analysis criteria and reporting thresholds to be pre-set within the system, and targeted towards specific jobs

Source: FIMS

Panel questions

- Where do you see Automated QC for file based workflows developing towards in the future and (maybe even more important) where do you not see it at all?

Thank you!