



CASE STUDY

CatDV Helps the Kansas City Chiefs Organize Growing Collections of Engaging Fan-Based Content

The National Football League's Kansas City Chiefs have a video production team dedicated to creating a wide range of engaging content for media-hungry football fans. To help manage a growing collection of assets, the production team selected the CatDV Asset Management Platform. With easy access to captured content, production team members are able to create captivating stories in a variety of formats.

FEATURED PRODUCTS



Adopting CatDV was central to an overall strategy of maximizing the value of content, improving workflows, enhancing productivity, and creating a more synergistic approach to content creation.



As a hardware-agnostic platform, CatDV enables team members to use their preferred systems—Macs or PCs—for their work.

SOLUTION OVERVIEW

- CatDV Asset Management Platform

KEY BENEFITS

- **Streamlined management of a growing asset collection**, including videos produced for a variety of formats.
- **Gained the flexibility to support Macs and PCs**, as well as key software applications.
- **Enhanced collaborative productivity**, enabling multiple team members to work together on content.

The Kansas City Chiefs football team has a loyal, thriving fanbase. To sustain that loyalty and keep fans engaged between games and between seasons, the team's in-house video production team produces fun and exciting fan-based content that showcases players, provides game highlights, and more. The production team creates both short- and long-form material, ranging from 3-to-6-minute clips to 30-minute and hour-long TV shows.

Much of that content is delivered through the web and social media platforms, where the football franchise has an enormous following. On Facebook alone, the Chiefs have more than 1.8 million followers. Fan-based video is often consumed on mobile devices. The team has experienced an increase of 125% in volume and traffic per year.

Entertaining the fans and maintaining their loyalty are the production team's top goals. So, ensuring the quality of its output is critical, with high-production values a necessity, regardless of format.

REQUIRING SCALABLE STORAGE AND EFFICIENT CONTENT MANAGEMENT

The fan-based content, which incorporates extensive use of graphics and special effects, consumes a large and growing amount of storage. As fans increasingly use mobile apps and social media platforms to view video, and the production team has moved into new areas such as live and pre-season broadcasts, asset storage has expanded significantly. In fact, the team adds 10 TB of content per year.

The extended team of content creators—including full-time producers, a production manager, a photographer, and writers—must have fast, simple access to that content. They typically access a MediaGrid content environment via desktops and laptops, and use software, such as Final Cut Pro and Adobe After Effects for editing and other post-production work.

The production team is committed to improving collaboration and avoiding rigid roles. For example, producers are encouraged to take a

hands-on approach with the development of material, rejecting the option of automation, and focusing instead on manual input to identify the most exciting material.

With this collaborative environment, effective asset management is critical. The production team needs to archive material and subsequently find and reuse that content for different programs.

STREAMLINING ASSET MANAGEMENT WITH CATDV

To help manage the large and growing collection of video content, the production team selected the CatDV Asset Management Platform. Adopting CatDV was central to an overall strategy of maximizing the value of content, improving workflows, enhancing productivity, and creating a more synergistic approach to content creation.

IMPLEMENTING AN EFFICIENT DIGITAL WORKFLOW

The team has created a new digital workflow with CatDV while gaining confidence in content storage, access, and archiving. CatDV is used at the front end of that workflow to log and archive captured video, which can then be edited by team members.

GAINING FLEXIBILITY, ENHANCING COLLABORATIVE PRODUCTIVITY

CatDV gives the Chiefs' production team the flexibility to support a full range of user systems. As a hardware-agnostic platform, CatDV enables team members to use their preferred systems—Macs or PCs—for their work.

The new solution has also helped improve collaboration and productivity, allowing multiple team members to work together using the MediaGrid. With easier access to video assets, the production team can tell better, more exciting stories that keep a growing number of fans engaged and loyal.

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ABOUT THE KANSAS CITY CHIEFS

Initially established in 1960 as the Dallas Texans, this American football franchise relocated to Kansas City, Missouri, in 1963, taking the name the Kansas City Chiefs. The team has a robust heritage and an extremely loyal fanbase. Over the years, the team has won three championships in the former AFL plus two AFC championships and two Super Bowls.





ABOUT QUANTUM

Quantum technology and services help customers capture, create and share digital content – and preserve and protect it for decades at the lowest cost. Quantum’s platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world’s leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at www.quantum.com.

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