

# HOW MEDIA PRIMA OCTUPLED (!) POST-PRODUCTION OUTPUT

Projective and local technology provider IPSB Technology future-proof Malaysian broadcasters' workflows



IPSB Technology is Projective's partner in Malaysia. They deliver solutions for the Media & Entertainment industry, including digital media, OTT requirements, big data infrastructure and media workflows.

Amongst their prestigious clients, is Media Prima Berhad, Malaysia's largest and leading integrated media company. With a complete repertoire of media-related businesses in television, print, radio, out-of-home advertising, content creation, commerce and digital media, they are also the nation's most popular TV provider offering four linear channels – TV3, 8TV, ntv7, and TV9.

Media Prima produces a wide range of entertainment shows, local and Asian dramas, religious programmes, home-shopping experiences and a variety of productions for all audiences. Media Prima Television Networks also streams all of its original content for free on multiple digital platforms such as Youtube, Facebook and their own OTT channel tonton.

With a large in-house post-production team, an aging Production Asset Management (PAM) system and a busy production schedule, Media Prima **needed a flexible and future-proof asset management and collaboration platform**. They engaged their long-term partner IPSB Technology to supply them with a solution that empowered Media Prima's post-production team to **focus on their creative work while meeting production demands**.

| CHALLENGES   | SOLUTION   |
|--|--|
| Previous PAM was obsolete, providing only inflexible, OS-dependent 'thick' clients | Strawberry by Projective is OS, storage and editor agnostic, with browser-based UI |
| Need to integrate with Adobe® Premiere Pro   | Industry-leading integration with Adobe® Premiere Pro                              |
| Unstructured access to assets within Dell Isilon storage                           | Granular access to production storage based on project permissions                 |
| Error-prone, manual review & approval process                                      | Automated and efficient review & approval process                                  |
| No proxy preview for archived content led to inefficient content retrieval         | Proxy preview for archived files makes it easier to find content                   |

# THE CHALLENGE: FUTURE-PROOFING POST-PRODUCTION WORKFLOWS

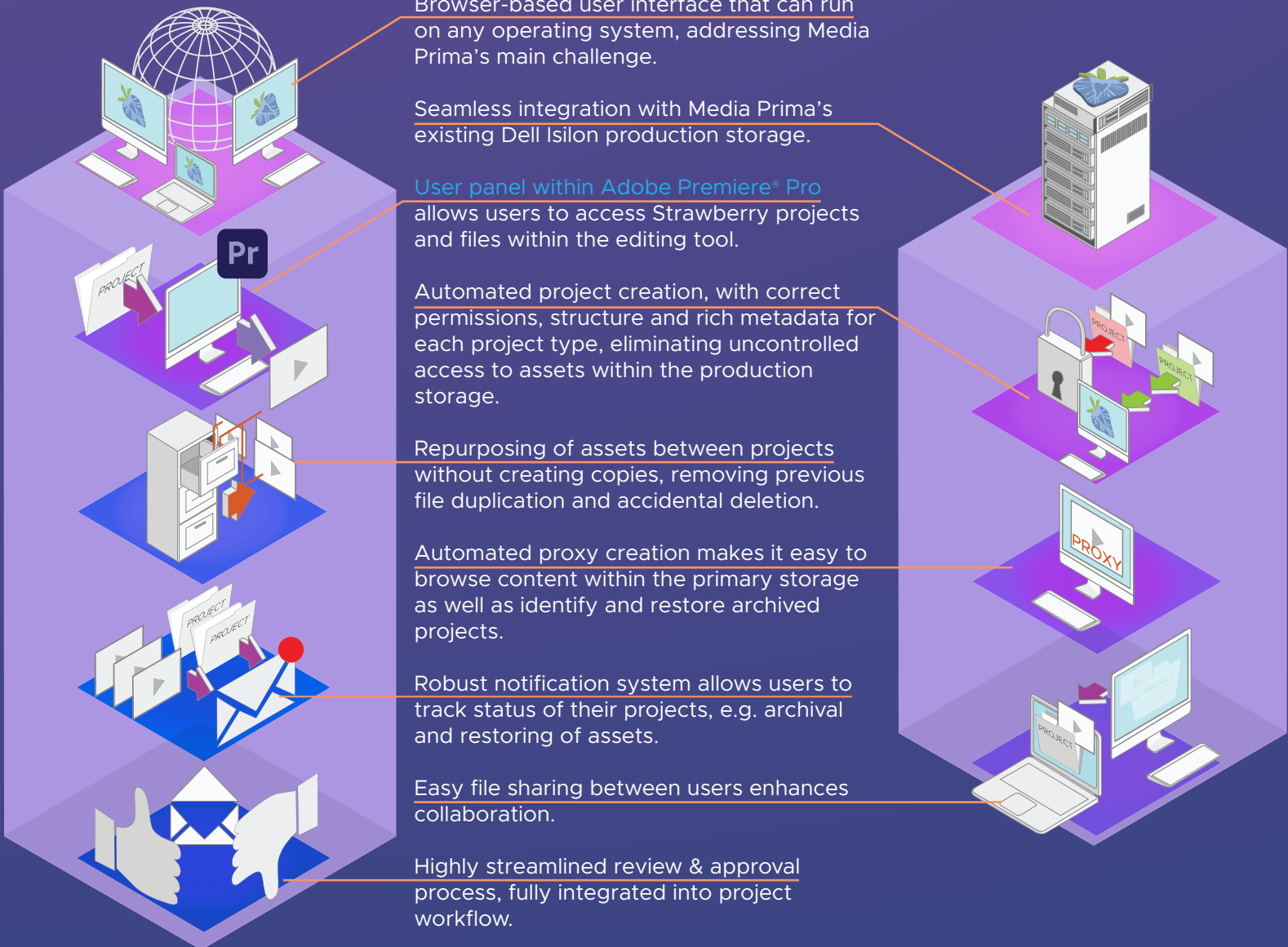


Media Prima's existing production management system (PAM) had become obsolete, lacking additional development and support for newer versions of Mac v. With daily issues that ranged from lack of access control to their Dell Isilon, to poor review and approval processes, they reached out to technology provider IPSB to help them modernize and future-proof their production workflows.

**Strawberry by Projective** fulfilled all of the workflows and functionality of the previous PAM, addressing the challenges Media Prima encountered on a daily basis and introducing additional functionality.

# THE SOLUTION: HIGHLY STREAMLINED PRODUCTION MANAGEMENT

IPSB demonstrated that Strawberry meets all of Media Prima's requirements for their post-production workflows.



## EIGHTFOLD EFFICIENCY INCREASE

Feedback from Media Prima's post-production team on Strawberry's performance and flexibility has been overwhelmingly positive. **Users have consistently praised the platform** for its easy-to-use, intuitive interface. They specifically like the ability to preview, annotate and comment directly within the application. This has highly streamlined their collaboration workflow, eliminating the need for cumbersome external tools or additional steps. The **entire production process from ingest to archive has been highly simplified.**



*But ultimately, saving time and increased efficiency is what matters most to any company today, and Media Prima has experienced an eightfold efficiency increase since the implementation of Strawberry.*

Thanks to the platform's collaboration capabilities, production speed has increased, project management is optimized and **manual processes highly reduced.** The team has also seen significant elimination of file duplication and accidental deletion, resulting in better storage usage.

## PROJECTIVE & IPSB: THE IMPORTANCE OF LOCAL PARTNERS

Key to the project's success has been **the collaboration between Projective and our local partner in Malaysia, IPSB Technology.** The IPSB team, fully trained to support Projective's customers in Malaysia, helped deliver the Strawberry platform to Media Prima and onboarded around 50 users.

Thanks to our close partnership, Projective clients in Malaysia can benefit from operational and technical support in their local language, within their own timezone.



## THERE'S MORE TO COME!

Having implemented the solution in 2022, IPSB is helping the Media Prima team continue to look for new ways of leveraging the Strawberry platform. Discussions have included potential improvements such as enabling remote editing with **Strawberry Skies** for hybrid cloud workflows, as well as implementing the **proactive file deduplication service** to maximize storage utilization.

Interested in exploring how Projective can help you greatly increase your post-production efficiency?  
[Contact us](#) to find out more.

