

GLOBALedit® Manages Terabytes of Files And Powers Creative Collaboration For Busy Image Management Group



A Time Warner Company

Turner Broadcasting

"Our group services a very large client base and a huge amount of photography. GLOBALedit is the solution we chose to manage both our production volume and the scale of the jobs we service."

Christopher Grakal, Vice President, Photography /
Digital Asset Management, Turner Broadcasting

Background

Turner Broadcasting's Image Management group serves international digital photo clients throughout the Time Warner group of companies. The group manages and produces over 1,200 photo shoots and edits over 600,000 images per year. The Image Management group services original series, corporate, news, sports, events, and marketing photography such as CNN, TBS, TNT and The Cartoon Network.

The Challenge

- Photo editing team reviewing thousands of images each day using standard desktop applications. Lack of collaborative software resulted in difficulty in sorting, labeling, distributing and tracking assets.
- Retouchers, librarians, and archivists having difficulty determining which assets were selected and ready for servicing.
- Manual process for tracking job progress through the workflow.
- Slow and error prone process for archiving assets to DAM system.

The Solution

- Installed GLOBALedit® at Turner facility in Atlanta.
- Connected librarians, photo editors, retouchers, management and archivists to GLOBALedit® for fast photo edits and image servicing.
- Deployed GLOBALedit® Archive solution to move hundreds of Gigabytes of sorted assets to disk for long term archive and integration with corporate DAM system.

The Results

- Increased photo production capacity.
- Faster servicing time for photo shoots.
- Full visibility and control for image librarians and managements.
- Central point of access for all work in progress photo materials.

GLOBALedit® Photo Collaboration

An online photo collaboration and image management system that connects creative production groups

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