

Media Management Made Easy

By: ProMAX Systems

Why does Media Management Matter?

Media management is a never-ending project that is necessary to keep professional video teams organized and hitting their project deadlines while keeping their media safe. There are three major areas we focus on when we talk about media management:

1. [Shared Storage](#)
2. [Media Asset Management](#)
3. [Backup & Archive](#)

Individually, these different areas of media management can provide some improvements in the daily lives of video professionals, but together they can be part of a powerful video workflow that can eliminate countless hours wasted waiting on files, allows teams to grow and protect media files for years to come.

Edit Collaboratively

One of the first and most common headaches felt by professional video teams comes from having to work on the same projects. With multiple members of the team needing access to the same media files to do their job, there can be a bottleneck created that slows down production and can potentially put

deadlines in danger. As a video team continues to grow or bring in more projects, they will need a way to work collaboratively or the bottleneck will continue to grow.

So how do you know if your team is ready for shared storage? There are a few common red flags you can look out for:

1. Your team can't easily find files
2. Your team or production load is growing
3. Duplicate files cause confusion
4. Your team relies on the "sneaker net"
5. Output is slowing down

Integrating a shared storage solution into your video workflow can open your team up to new ways of managing media that will ease the daily headaches and increase productivity.

Keep your Media Safe

When managing media, you always want to make sure that your data is protected. Data loss is a very real and scary thing that can happen if you're media is not properly prepared and stored.

Data loss can be linked to a number of different causes, with the top 3 being:

1. Hardware failure
2. User error
3. File System Corruption

Luckily, with some preparation ahead of time you can build some safeguards against data loss.

Preparing for each cause of data loss is an important part of any media management program. Using a media management system that has [Backup & Archive](#) gives you some neat options to protect your data that are fairly easy to implement into your video workflow.

Organize your Media

How you organize your media is just as important as where you store your media or what type of equipment your team uses to capture and edit media.

There are two types of video teams out there:

1. Media managers
2. [Digital Hoarders](#)

Media managers utilize [Media Asset Management](#) and have a proper file organization structure in place that makes it easy to find proper files. Digital

Hoarders on the other hand, tend to hold onto everything and everyone has their own personal system for organization, which can get messy quick!

The video teams that don't prioritize organization typically ask themselves these questions:

1. Are all of these files necessary? Do I need them any longer?
2. Are there multiple versions of the same project?
3. Why does it take so long to find the files I need?

Setting up a proper naming convention and folder structure on your storage system is one of the first steps you should take. Getting everyone on the same page with your organization structure will end up saving you valuable time. Your editors will be spending less time searching for files and more time working on projects.