# *Enhancing Student Engagement with Intelligent Video Asset Management*

# *ipv*



# *Challenges prior to Curator*

The University of North Carolina Charlotte needed a media asset management system to rapidly find content, log metadata effectively, and enable high-resolution edits, as well as being able to store their existing archived assets. Prior to implementing Curator, Charlotte struggled to manage, edit, and retrieve their large media files. The university was using a basic folder structure as their primary means of storage, which is a rigorous and time-consuming process for maintaining organization. This forced UNC Charlotte to manually go through each frame of video, and search for videos that weren't being cataloged into department-specified locations. Due to the size of their University, Charlotte had too much content to organize, distribute, and edit, but little in the way of media asset management.

*" Before adding Curator, our video assets were scattered across hard drives and cloud storage. Making it difficult for us to find what we needed and collaborate between departments. With the help of Curator we can now find, repurpose, and share content seamlessly across multiple teams.*

*Craig Berlin, Sr. Director of Digital and Creative Services, UNC Charlotte.*

# How Curator Serves as a Solution for UNC Charlotte

Charlotte selected Curator to manage both their new and archived content, and to implement consistent, AI-powered metadata tagging. Curator enables Charlotte's athletic content team to tag player's names within match videos, which allows them to easily develop and access a collection of edited highlights of a single player. Curator also enhances Charlotte's live asset logging capabilities through Curator logger, which ensures that their content creators and editors have fast, accurate, and consistent metadata enrichment and assets can be easily found and accessed later.

Curators' tools have enhanced Charlotte's logging interface where multiple assets can now be selected at one time and applied to metadata, instead of manually attaching metadata to one video at a time. This is vital for ensuring that videos which were taken during campus events are accurately stored, and for ensuring that time spent on asset discovery is significantly decreased. Curator has also enabled Charlotte's media teams to edit high-resolution video assets with the seamless integration between Curator and Adobe Premiere Pro. Prior to our partnership, UNC Charlotte was considering migrating towards cloud-based storage for disaster recovery. Instead, the addition of Curator expanded their storage system to make use of more cloud space, and was able to ensure Charlotte's media was reliably and securely stored.

> " *IPV has a strong client partnership with UNC Charlotte, where we work together to enhance product development through Charlotte's feature requests, and where Curator works to provide UNC Charlotte with the best media asset management system possible. Curator provides UNC Charlotte with a system that is capable of ingesting Apple ProRes 422 HQ media, and ingesting metadata supplied by Root6 ContentAgent.*
>
> *David Cole, President, IPV*
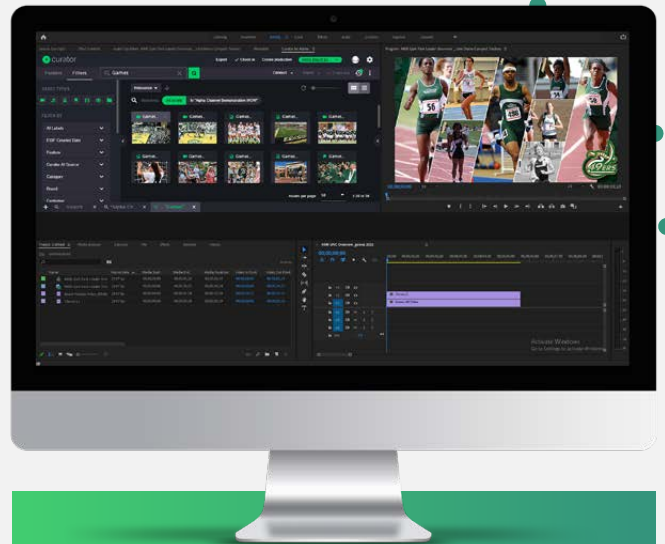
## The Teams That Use Video at UNC Charlotte

University Professional Internship Program or UPIP, the UCOMM Production Team, the Media Relation Communications Team, the Athletic Production Team and the TV Channel use Curator's tools in a variety of ways to help promote UNC Charlotte. The teams at Charlotte use videos to help promote the University, engage students, provide necessary informational guides, and to help students gain valuable career-related experience.

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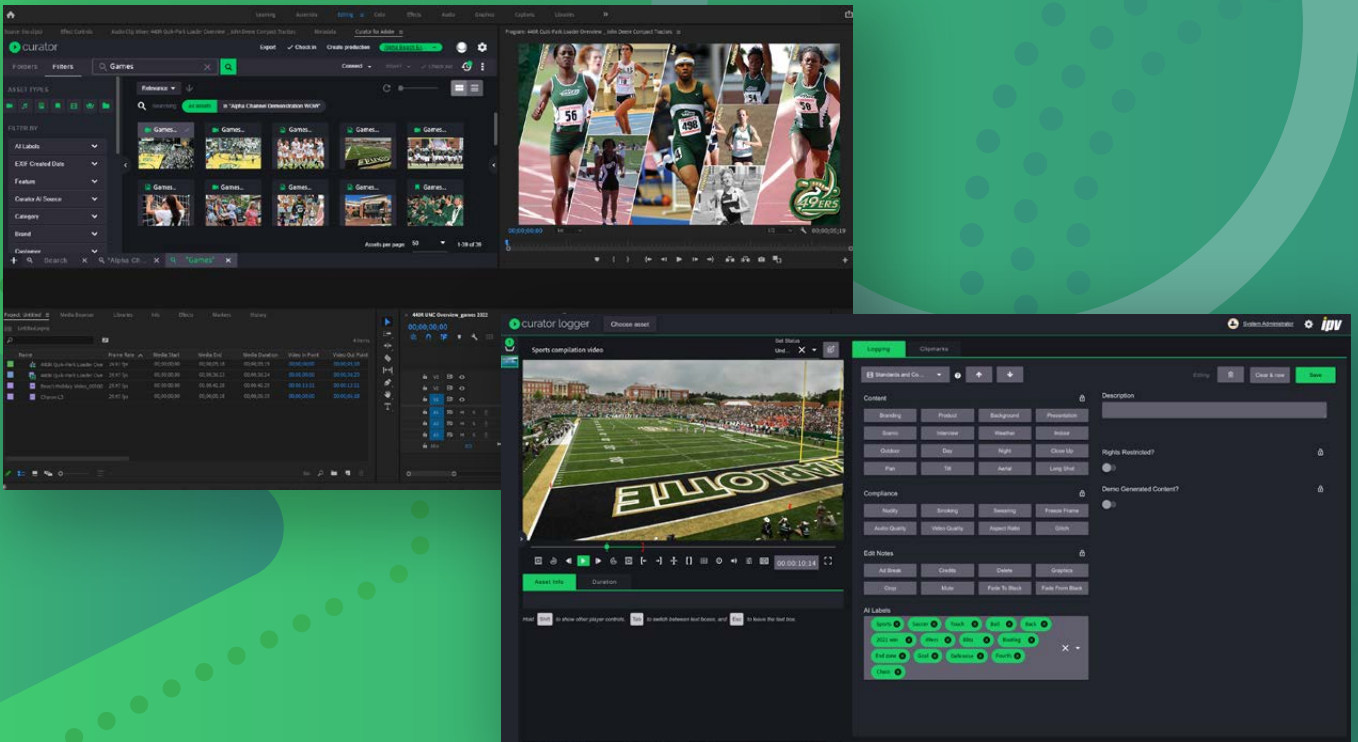
# UNC Charlotte Professional Intern Program

The UNC Charlotte professional intern program or UPIP provides Students with professional knowledge and skill development aligned with students' career goals. Prior to the implementation of Curator with Adobe Premiere Pro, the broadcast interns struggled to store media content efficiently due to a lack of a sophisticated media management solution. With the implementation of Curator logger, interns are now able to quickly log live content for sports and entertainment, as well as greatly improve the team's content discovery time.

Media Asset Management experience enables students to advance their media-related careers, meanwhile events, sports, curriculum, and more are promoted through their video work, and Curator makes all of this possible. Curator's tools enhance the workflows of the entire UCOMM team, which enables them to create more programming and spend less time searching for content.

# Media Relations Team

Charlotte's Media Relations Team With the implementation of Curator Connect, Media Relations can now streamline the creation of high-quality, engaging digital media for External Media working remotely, and interns and staff can ingest and automatically tag raw footage straight from Curator Connect at any location.

Curator Connect's drag-and-drop user interface also enhances the collaborative capabilities for the UCOMM team significantly, as Curator provides frame-accurate proxy copies, which can be discovered and streamed directly into Adobe Premiere Pro for editing.

# How UNC Charlotte Promotes Athletics

The Charlotte 49ers have 18 teams in the NCAA Division 1 level, where their men's soccer team is regularly ranked in the nation's top-25. Since their athletics are nationally ranked each year, **UNC Charlotte must use video content to promote their teams and:**

- Build a close knit community at the school by bringing students together through athletic events.

- Attract potential recruits by showing team culture which could improve success within the athletic department.

- Attract potential students or transfers by showing the exciting game and athletics culture.

- Attract students to games to generate revenue for the athletic department through tickets purchased.
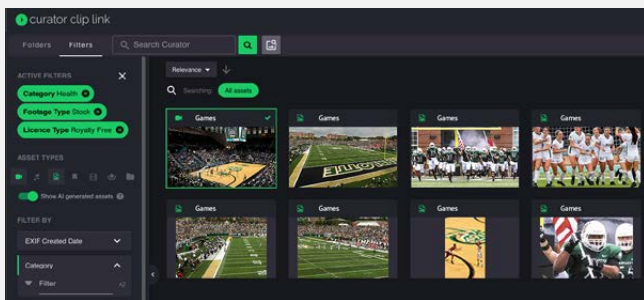


Charlotte promotes their athletic events and athletic department through the use of Social Media, Digital advertising and traditional Broadcast promotions. Social Media channels are vital in promoting Forty Niners athletics culture and team highlights. Since Charlotte uses videos for purposes other than promoting their own teams, they struggled with editing and deploying video quickly, where media assets were displaced in deep archival storage. With the implementation of Curator, Producers creating Athletics content can quickly and effectively assemble videos for promotions, digital signage and engagement.

Curator allows the Student Niner Media, and UNC Charlotte's Athletic operations team to store videos in an organized fashion, which ensures near-instant archive retrieval. This fast archive retrieval is possible with Curator's AI-enabled faceted search, Curator's Clip Link. UNC Charlotte's athletic department also depends on the use of Curator Connect to get a head start on video editing. Curator enables UNC Charlotte to automate metadata tagging on the ingest of all Charlotte's live camera feeds and creates frame-accurate streaming proxies in near-real-time for instant remote editing!

# Curator Takes Student Engagement to the Next Level

Before leveraging Curator, UNC Charlotte was mired with huge download times, scattered assets, limited collaboration, and an unmanaged storage system. Charlotte now uses Curator for consolidating their media asset storage and for logging metadata effectively, and they are looking to expand their capabilities into editing their high-resolution content. Curator's tools make this possible, despite the regular increase in total enrollment that UNC Charlotte has enjoyed.

As UNC Charlotte's student body grows and their graduate student enrollment increases, they will continue to promote their university effectively with Curator as their Video Asset Management system, ensuring their videos are available across a variety of departments.

As of January 2022, Curator has processed a total of 175,000 assets for Charlotte. Out of the total 175,000 assets, media accounted for 90% with audio, images and productions making up the remaining 10%. Subclips accounted for an additional 80,020 virtual assets. These numbers are expected to change extensively as Charlotte rolls the design and photography elements into Curator.

# University TV Channel

UNC Charlotte TV has been live for over 25 years and brings the best of UNC Charlotte content to over 500,000 households around Charlotte. Available through Spectrum, AT&T Uverse, Google Fiber and on-campus. UNC Charlotte TV provides eclectic educational, cultural and athletic Programming. The TV Program Director and the students use IPV Curator to create bumpers, tags, commercials, and video interstitials to support the channel.

Prior to the use of Curator, the broadcast team struggled to store their production assets, which delayed deployment of necessary video content to the channel. Content focused on the 7 Colleges within the University are now auto tagged by location and curriculum through the metadata within the Curator. This allows the team to store their information in a cataloged fashion, which decreases retrieval time and increases time spent on video editing. Not only does this enhance the broadcast team capabilities, it also ensures that Charlotte students can thrive through the use of informational and marketing videos.

# Get Started

Discover how using Curator's capabilities to enhance the promotion of your University through video is possible by booking a demo. You can also get your quote now!

**BOOK DEMO TODAY**