

CASE STUDY: SKY'S THE LIMIT

How Sky Creative Streamlines Video
Production with IPV Curator





THE CLIENT

Sky Creative is the multi award-winning in-house creative agency of Sky, Europe's leading media and entertainment company. Based in the UK, Sky Creative supports all of Sky's brands—including Sky Sports, Sky News, Sky TV, Sky Cinema, and NOW—with a comprehensive suite of creative services ranging from brand identity and advertising to promos, digital marketing, motion graphics, and more.

As the UK's largest in-house creative agency Sky Creative is a fast-paced production powerhouse, generating thousands of pieces of content every year. From high-stakes Premier League matches to blockbuster entertainment launches, their teams are always working to craft compelling, on-brand narratives that reach millions of viewers across TV, digital, and social platforms.

CHALLENGE STATEMENT

Sky Creative operates at scale—and speed. That means managing a high volume of incoming media assets, collaborating across departments, and hitting tight deadlines without compromising creative quality.

In short: Sky Creative needed a streamlined, intelligent, and secure media asset management system that could keep up with their creative ambition.

MASSIVE VIDEO VOLUMES

Each campaign draws from a massive library of media—from live sports footage and interviews to past promos and motion graphics. Sourcing the right clip at the right time can be a logistical headache without a central, organized system.

SILOED STORAGE & INEFFICIENT SEARCH

Assets were stored across different systems and locations. Searching for a specific shot of a goal from a particular game or a previous campaign's title sequence—was time-consuming and inefficient. Without intelligent metadata and search tools, even well-organized teams spent hours digging through archives.

REMOTE & HYBRID TEAMS

With creative staff working across various offices and remotely, efficient collaboration is critical. Creatives needed fast, secure access to assets. Transferring large files and waiting on downloads simply didn't cut it.

TIGHT TURNAROUNDS

Sports and news content needed to be clipped, branded, and published within hours—if not minutes.

THE IMPORTANCE OF A MAM



For a creative agency embedded within one of the UK's biggest content creators, a Media Asset Management (MAM) system isn't just helpful—it's essential. A MAM serves as the foundation for efficient workflows, cross-team collaboration, and timely content delivery.

Without a robust MAM, creative teams risk wasted hours, duplicated effort, bottlenecks, and even compliance issues. With it, they gain a centralized command center for everything from ingest to archive—a system that empowers them to move faster, work smarter, and scale effectively.

THE SOLUTION: IPV CURATOR

To meet the demands of its high-volume, fast-paced creative workflows, Sky Creative implemented IPV Curator—a flexible, scalable media asset management platform designed for modern media teams.

Centralized Media Hub

All assets, regardless of origin or format, are ingested into a single, organized system. Whether it's footage from a live match, behind-the-scenes interviews, or branded graphics packages, every piece of content is securely stored and instantly searchable.

AI Tagging & Search

Curator uses AI to automatically apply metadata during ingest, which enables faster and more intuitive search. Instead of manually scanning folders or guessing filenames, users can type in descriptive keywords and instantly locate the content they need—even from vast archives - retrieving specific frames from past broadcasts or campaigns in seconds.

Secure by Design

With enterprise-grade security and a single-tenant cloud option, Curator keeps Sky's IP protected. From pre-release footage to commercial assets, everything stays locked down tight—only accessible to the right teams.

Remote Collaboration

Curator's streaming proxy-based workflows allow editors to work with lightweight versions of media files without sacrificing quality or control. This makes it easy for dispersed teams to review, edit, and share content in real time, without the delays of file transfers or shipping drives.

Automated Workflows

From ingest and logging to review and approval, Curator's customizable workflows help automate routine tasks. This reduces manual effort and accelerates project timelines, allowing creative staff to focus on what they do best: producing world-class content.

THE RESULT: CREATIVITY WITHOUT COMPROMISE

Sky Creative now operates with greater agility, visibility, and control over its media assets.

Campaigns hit the air and digital platforms faster. Editors collaborate across departments without friction. And content teams can spend more time creating—and less time chasing down files.

Thanks to IPV Curator, Sky Creative isn't just managing media—they're mastering it. And in a world where content is king, that kind of efficiency is a creative superpower.

10 hours
saved per week per user on
ingest, search, and retrieval.

Curator's AI-powered tagging
reduces manual entry by
60%

Curator's proxy workflows reduce
make remote collaboration
3x faster

Ready to Supercharge Your Creative Workflows?

IPV Curator gives in-house creative teams like Sky's the tools to:

- Instantly find the footage they need with AI-powered search
- Collaborate remotely without workflow disruptions
- Keep content secure, organized, and accessible
- Streamline review, versioning, and approvals

If your creative team is juggling high volumes, tight deadlines, and hybrid workflows—Curator can help you scale without stress.

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