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CASE STUDY

EMPOWERING HIGHER EDUCATION WITH SMARTER VIDEO MANAGEMENT

OVERVIEW

A prestigious Ivy League university with a rich legacy of innovation has long embraced video as a powerful tool for teaching, research, marketing, and institutional storytelling.

From capturing groundbreaking lectures to promoting campus life, the university's media needs have expanded dramatically in recent years—especially with the rise of remote learning and hybrid communications.

But as video use soared, so did the complexity of managing it.

THE CHALLENGE

The university's in-house media team was tasked with supporting a wide range of content—from promotional campaigns and live events to departmental training and faculty interviews. Video came from everywhere: classrooms, labs, field work, and student projects. But it often landed in disconnected drives, outdated folders, or siloed departmental systems.

DISORGANIZATION AND SILOED STORAGE

Footage lived across external drives, cloud accounts, or department-specific systems, with no unified metadata or naming conventions. The team struggled to locate assets—even those they knew had already been captured. Without centralized control, they risked losing valuable footage, duplicating effort, or wasting time re-shooting moments that couldn't be recreated.

REMOTE COLLABORATION CHALLENGES

During the shift to hybrid and online learning, editors, professors, and stakeholders needed access to shared media. But without a cloud-based, permissioned workflow, file transfers were clunky, security was inconsistent, and project timelines suffered.

MANUAL WORKFLOWS DRAINED PRODUCTIVITY

From ingesting footage to organizing folders and tagging clips, much of the team's day was spent on low-value, repetitive tasks. As the demand for new content continued to grow, the university couldn't justify hiring more staff—but the workload kept mounting.

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THE SOLUTION

The university implemented IPV Curator as a strategic media asset management (MAM) platform to solve these growing pains and future-proof their media workflows. Curator became the central nervous system for all video content—empowering creative, academic, and administrative teams alike.

CENTRALIZE MEDIA ASSETS

into one searchable archive, instantly accessible from anywhere.

Decades of footage—from B-roll and student features to faculty interviews —was tagged, organized, and made available to the people who needed it.

This eliminated the black hole of storage folders and gave everyone confidence that the footage they needed could be found quickly.

IMPROVE COLLABORATION

Remote editors and faculty could preview and edit proxy files from anywhere, while stakeholders could review, annotate, and approve content without hunting for download links.

Curator's deep Adobe Premiere Pro integration meant editors could access and work with archived content directly within their editing environment—reducing context switching and file wrangling.

AUTOMATE MANUAL TASKS

Tasks like ingest, transcoding, and metadata tagging were streamlined or eliminated entirely.

This freed up the creative team to focus on what they do best: storytelling, editing, and delivering high-quality content.
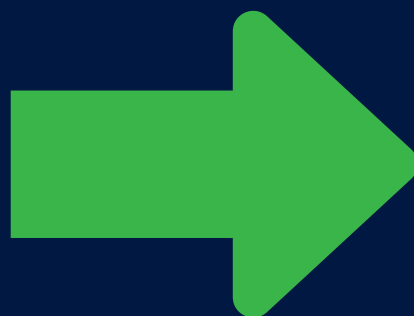
MAKE CONTENT REUSE EFFORTLESS

Marketing teams could repurpose footage from past campaigns. Academic departments could pull from a library of lectures and tutorials. Special events could be archived and repackaged.

Instead of constantly starting from scratch, teams could build on what already existed—saving time, budget, and brainpower.

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THE RESULTS

What began as an urgent need to improve access and control evolved into a long-term strategy for content growth, academic storytelling, and institutional agility.

In just a few months, the university reported:

60% FASTER PROJECT TURNAROUND
due to easier access and better organization

50,000+ MEDIA ASSETS
now searchable and usable across departments

MAJOR REDUCTION IN RE-SHOOTS AND DUPLICATED EFFORTS
saving both time and budget

BETTER STUDENT ENGAGEMENT
through faster delivery of video content for both academic & promotional use

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CONCLUSION

With IPV Curator, this top-tier university transformed its approach to media—from disorganized and reactive to streamlined and strategic. The result is a faster, more collaborative, and future-ready content operation that supports learning, connection, and creativity across the campus and beyond.

READY TO ELEVATE YOUR INSTITUTION'S MEDIA WORKFLOW?

Book a meeting with us, and let's talk about how IPV Curator can start streamlining your video workflows.

Contact Sales

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