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FAST CHANNEL CASE STUDY

PROBLEM: HOW TO STAND UP A NEWS PROPERTY, QUICKLY AND REMOTELY

A Stringr partner wanted to launch a daily political show for a Georgia audience for the purposes of multi-platform streaming without establishing a local staff on the ground and keeping operating costs lower than the traditional station-based broadcast model.

SOLUTION: STRINGR STANDS UP A FAST CHANNEL IN ONE WEEK

In one week, Stringr stood up a FAST Channel for a major U.S. station group, with an original daily 30-minute news broadcast focusing on local political content. The ability to stand up a news operation so quickly relied on a remote production model. This was made possible largely as a result of two facets of the Stringr platform – the ability to source raw video remotely through Stringr's videographer network, and the ability to manage all aspects of the video production flow from content management through editing and publishing on a single cloud-based system.

Distribution and Monetization of the stream was ultimately handled by the broadcaster and is achieved through a multi-channel distribution approach paired with a mix of programmatic and direct sales for monetization.

Ultimately, Stringr was able to deliver and update coverage of local events, issues, and developments within the state using a small team of just three people all operating remotely. The team was able to do so by following a consistent three step process paired with the Stringr network and platform.

THREE STEPS TO FAST CHANNEL CONTENT - FAST:

I.   **Story Identification & Scripting**

Production may be remote – but local knowledge is still critical. By following a top-down and bottom-up approach a range of stories of community interest can be identified. At the top – look for national trends and then determine how those may impact the local community, interview local leaders (ideally through a platform like Stringr which can record the interview and deliver both a transcript and an HD asset for use the production of the video itself) and gather man on the street interviews (through

something like Stringr's videographer network) to gather a local perspective. Alternately, leverage a bottom-up approach, by monitoring local & hyperlocal news and social media accounts to identify issues impacting the community. As with national stories, local interviews will provide additional depth and color.

From here – draft a script which can be used to help identify additional media assets that will be enable the telling of the story.

II. Video sourcing

Historically, video sourcing was one the biggest challenges facing remote production. Large national and international assets are available through organizations such as the AP, Reuters and CNN NewsSource. However, video and images that relate to only a local audience often don't exist. To overcome this – leverage a remote sourcing platform such a Stringr, which can tap a network of 140,000+ videographers to capture local assets – even against tight deadlines. In addition, a robust asset management system – such as Stringr – can help identify existing assets that can be leveraged.

As a result, at no point do producers need to be on the ground and the local area, instead leveraging the reach of local videographers. Producer time is focused on story ideation, development, remote interviews and production.

III. Content creation

Take another look at the script, this time in the context of video/image assets gathered during the video sourcing step. Make necessary tweaks to the script to better capture the story. At this point the script can be voiced (either by the producer or alternate talent).

With the voiceover and assets in hand – leverage a cloud-based editor (such as the integrated editor in Stringr) to produce the package. By going cloud-based – it allows other members of your team to make changes to the edit without passing large video project files around.

Gather feedback/changes from a managing editor or other senior reviewer. This team member can either make changes directly in the time-line, or provide feedback on the video itself via a system such as Frame.io or Stringr's integrated Review functionality.

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Finally, depending on use case, make versions for various distribution channels. For example, one version may go to broadcast or a fast channel, while another may go to social. To make this process efficient, leverage the cloud-based editor to convert the video into the desired format. Also, if captions are desired, leverage a cloud-based transcription and captioning system, such as the one built into the Stringr platform so captions can easily be embedded or burned before being sent.

With this process, quality content can be produced quickly, remotely. This content can then be stacked and sent onto a FAST Channel Partner.