



Ken Brady, VP Systems Technology and Digital Media, Turner Studios

TITLE

And We Thought TV Was Challenging...

Building a Production Facility that creates and manages content from camera to archive and all screens in between

ABSTRACT

This discussion will focus on the daily operation of Turner Studios, the production and post-production arm of the Turner Entertainment Networks. Turner Studios creates programming and promotions for clients including TNT, TBS, The Cartoon Network, Turner Classic Movies, and Turner Sports. As part of the overview, the presentation will discuss storage, networking, encoding, and distribution workflows that are used to support linear live broadcasts, web highlights, electronic sell through, content authoring, and media management.

Special focus will be given to a recent project for Turner Sports that centralizes all live, post highlight, and library operations into a single managed system using tiered storage and heavy MAM integration.

BIOGRAPHY

A Turner Broadcasting employee for 16 years, Ken Brady has worked to help transition Turner Studios operations from Analog to Digital, Standard Def to High Def, Broadcast to Broadband, and most recently Tape to Tapeless. Within the Turner organization, Ken represents Turner Studios on various working teams including content management, file based workflows, long term storage initiatives, media standards, content security, and centralized procurement. He also provides oversight and planning of Turner Sports digital production workflows including NCAA, NBA and New Media properties NASCAR.com and PGA.com Ken heads the Systems Technology Group (STG), which provides numerous services to Turner Studios and the Turner Entertainment Networks. These include encoding and delivery for Turner content that is offered for Electronic Sell Through via providers like iTunes, as well as DVD and Blu-ray authoring for home video wide release titles for Cartoon Network Enterprises, TCM, and Turner Sports partners. STG also manages Turner Studios content approval and production asset management systems, as well as active media management for Turner Sports, and DVD Author On Demand services for Cartoon Network Enterprises. Ken holds a Bachelor of Science degree from the S.I. Newhouse School of Public Communications at Syracuse University with a Minor in Public Policy Administration from the Maxwell School of Citizenship and Public Affairs. Turner Studios, the largest all-digital production facility in the Southeast, provides turn-key production services worldwide for the Turner Broadcasting networks, including live and post-produced video and audio production, custom music and sound design, on-location remote film and video production, scenic design, set construction and visual effects. Turner Broadcasting System, Inc., a Time Warner company, is a major producer of news and entertainment product around the world and the leading provider of programming to the basic cable industry.