

# CONTENT SHARE

**COLLABORATIVELY SHARE AND  
REVIEW & APPROVE YOUR  
ASSETS**

Sharing, playback and review are causing major headaches for production studios/broadcasters. The majority of content owners are still managing their review and approval process by delivering DVDs to review stakeholders and then waiting on feedback provided by email or phone. It's an inefficient process that introduces significant and unnecessary risk such as increased production overhead, potential impact on content, risk to airdates and more. The review and approval process has become more complex with the rising volume of content being produced to feed more and more channels and devices, the distribution of production teams and shorter windows of time to get content reviewed, approved and ready for broadcast.

Content Share allows creative professionals to easily share creative assets with peers, clients, and other stakeholders who need to review and approve creative work. Content streamlines the creative review process and makes the experience as simple as if teams working were working from a single location.

**Key Features**

- Mark up on digital assets like image, video webpage and more
- Sleek and intuitive UI/UX
- Quickly compare asset versions side-by-side
- Track review and approval status
- Easily share and playback rich media assets
- Tie comments to mark ups on digital assets
- Centralised information relating to reviews
- One-click PDF Review Summary
- Fully customisable email notifications
- Discuss, Debate & Decide

**Key Benefits**

- Reduce the number of review cycles
- Improve productivity with real time reviews with clear and actionable feedback
- Mark-up and annotate directly on assets to provide quick and frame accurate comments
- Fewer mistakes & reduced miscommunication lead to quality deliverables
- Faster time to market with efficient and effective review process
- Flexible pricing to suit a variety of budgets and needs

**Hosted service for globally distributed teams**

Content Share is a web-based, highly connected service that is aimed at facilitating collaboration to ensure content gets to audiences as quickly and efficiently as possible. This is enabled by the Tata global network and hosted in our world class datacentres to provide a secure and scalable environment.

Content Share is designed to enable effective collaboration between teams which are often dispersed in different locations.

Content Share is designed to address the challenges faced by creative and editorial teams, right from creating an asset to publishing it. Creative teams often work on tight deadlines striving to collate timely feedback and approvals from cross-functional teams across geographies often relying on DVD deliveries and feedback from email and phone. This can get chaotic as you add new content, newer channels, devices coupled with shorter release windows hence increasing the risk of missed deliveries.

Content Share is a Creative Operations Management platform that structures and streamlines your review and approve workflows reducing the number of iterations required and gets your content to market faster than ever.

**Ideal for media operations**

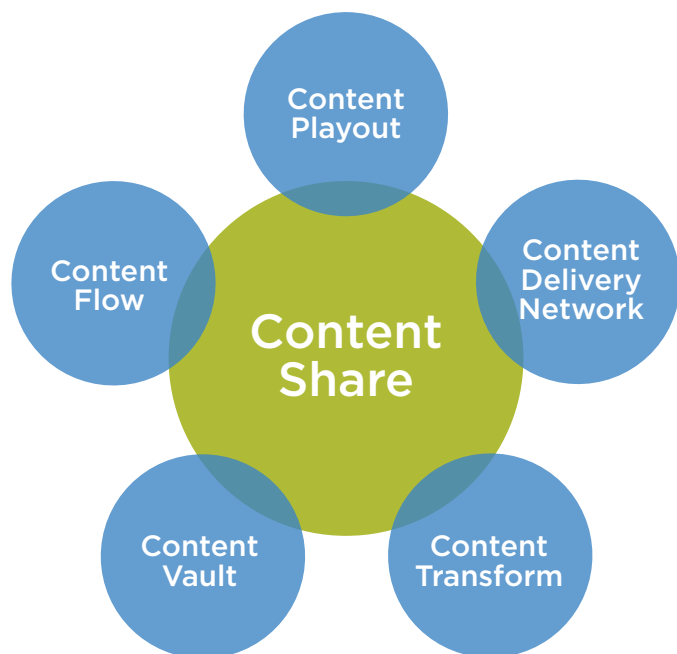
Studios/Broadcasters face significant challenges when it comes to review and approval of production content, including:

- Short Review Windows – broadcasters need to review and approve content very quickly to meet tight deadlines and to stay on budget
- Distributed Production Teams – teams may be working in different locations, and across time-zones, and need to centralise content for review.
- Distributed Review/Approval Stakeholders – key stakeholders require quick and easy ways to access and provide feedback/approvals on content for broadcast
- Capturing Clear and Actionable Feedback – reviewers need to be able to provide clear feedback on the first round to reduce miscommunications and misinterpretations and speed up review cycles.

While several web-based review and approve tools exist in the market today, Content Share is ideal for media operations because it is

- Faster – Reduces review and approve iterations and enables faster time to market
- Cheaper - eliminates the costs for physical or FTP deliveries of content for review and approve
- Better - Real-time feedback consolidated in one place reduces the time required for review and approve

Tata Communications Media Management Portfolio



Seamlessly integrated with other Tata media services

Content Share, in conjunction with other Media Services enables customers to automate end to end workflows from production to archiving.

- Content Flow, for accelerated file transfers across the globe
- Content Transform, the world's first network-based broadcast quality video transcoding and delivery service
- Content delivery network, to extend your playout to the second screen via our global CDN network
- Content Playout, TATA Communications' unique networked playout-as-a-service offering
- Tata Communications' world class data centres and global Tier 1 network

Have questions or want to learn more? Please visit us at [www.tatacommunications.com](http://www.tatacommunications.com) or write to us at [enquiries.mes@tatacommunications.com](mailto:enquiries.mes@tatacommunications.com)