

ROYAL OPERA HOUSE CASE STUDY

Home to The Royal Ballet, The Royal Opera and the Orchestra of the Royal Opera House, the Royal Opera House (ROH) brings together world-class performers and creative teams to share performances with audiences near and far. Their theatres are in London's Covent Garden, but the work is accessed and experienced across the UK and globally through live and VOD streaming, tours, cinema programmes, radio broadcasts and Broadcast TV output. In the last 2 years ROH content was viewed over 15 million times in 183 countries, and broadcast in partnership with the BBC, Sky Arts, Marquee TV and Netflix.

CHALLENGE

The problem identified by James and his team was a reliance on a large number of non-integrated systems and processes across ROH departments. Content was stored in multiple systems and was inaccessible for the majority of users who had to train on multiple platforms or rely on specialists to restore content for edit. Systems were inflexible, unscalable and expensive to support. ROH also wanted to record rehearsals and make them instantly available for playback through a web portal on a mobile device. ROH wanted to exploit the advantages of cloud for remote working, added collaboration and scalability and needed a media asset management solution to meet this challenge.



SOLUTION

Overcast HQ delivers cost-effective specialist video management solutions for enterprises including remote collaboration, search, review & approval and archive management. The solution is delivered through a web portal and thus is accessible remotely and from any device. But most important to ROH was Overcast HQ's overriding ethos of simplicity of use. Overcast believe managing video files should be as easy as managing a Word document. With an intuitive user interface (UI) Overcast met ROH's need to make this a creative and producer operated system with no prior technical knowledge required by staff.



Overcast solution to Royal Opera House

RESULTS:

Time-saving:

Content is ingested from live streams, from archives and tagged with metadata and presented in easily searchable format for ease of use.

Cost Saving:

Consolidation of systems and reduction in reliance on technical staff to recover or deliver content reduces cost and reliance on highly skilled engineering resource

Secure

The user management function allows ROH to control access down to the individual and can be tailored depending on need.

Innovation

ROH can look at new ways to improve rehearsals by using immediate playback of streaming and build on their creative excellence



" We have been looking for a video management solution that provides all the advantages of cloud deployment yet remains simple to use for non-technical staff in all our organisation including the Royal Opera and The Royal Ballet. Against strong competition, Overcast HQ provided the most compelling solution and understanding of our unique requirements."

JAMES WHITEBREAD
CTO, Royal Opera House