



CASE STUDY

‘Ōiwi Television Successfully Navigates Growing Volumes of Hawaiian Content with CatDV Asset Management

‘Ōiwi Television is committed to producing an engaging array of documentaries, news, and multimedia content from a uniquely Hawaiian perspective. As it gained viewers and launched new projects, ‘Ōiwi TV needed to implement a robust asset management system that would enable team members to easily find and retrieve that content. The CatDV Asset Management Platform allows the organization to support a large and rapidly expanding volume of assets destined for short, medium, and long-form programming.



FEATURED PRODUCTS



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Keoni Lee
Co-Founder and CEO, ‘Ōiwi Television



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Keoni Lee - Co-Founder and CEO, 'Ōiwi Television



SOLUTION OVERVIEW

- CatDV Asset Management Platform

KEY BENEFITS

- **Scaled up asset management to support ambitious projects**, including a documentary on a global ocean voyage.
- **Streamlined production and post-production workflows** with an end-to-end solution that integrates key editing systems.
- **Gained the ability to easily find and retrieve files**, empowering team members to quickly assemble programs.
- **Accelerated production schedules**, delivering two hours of programming in under two weeks.

When you're about to embark on pioneering adventures in broadcasting, but you're working with a shoestring budget, it's helpful when the stars—and technology—align in your favor. That was the case for Honolulu-based 'Ōiwi Television—the first native Hawaiian-language cultural, TV, and media enterprise, which set sail in 2009.

"While there is a small amount of Hawaiian-language programming on regular TV channels, our plan was to establish a dedicated TV, production, and new-media entity for the Hawaiian state and the islanders," says 'Ōiwi TV co-founder and CEO Keoni Lee. "We were able to start with a small budget because of the advanced cable communication infrastructure that exists here in Hawaii, so our start-up costs were lower than you might expect."

Today, 'Ōiwi TV is an engaging source of cultural, environmental, educational, and entertaining content. Material is delivered across on-demand, web, and social media platforms, reaching more than 140,000 viewers on the TV channel alone every month.

FACING FAST-RISING VOLUMES OF MEDIA ASSETS

For the first four years of its life, 'Ōiwi TV focused on producing a range of local news and documentary programs. All of that content was well received, earning 'Ōiwi TV 50,000 viewers along the way.

As 'Ōiwi TV grew, it needed a new way to keep track of rising volumes of content. "We were growing in size and scale and developing an ever-growing inventory of media assets. But we became increasingly uncomfortable by the thought that the storage location of media assets came down to the information stored in people's heads," says Lee.

The critical need for efficient asset management came into sharp focus as the channel prepared to cover the Mālama Honua Worldwide Voyage. Organized by the Polynesian Voyaging Society, in collaboration with 'Ōiwi TV, the waterborne odyssey would circumnavigate the globe—aboard the double-hulled Hōkūle'a canoe—carrying a message of "Mālama Honua:

Caring for Our Island Earth.” The mission was to perpetuate the art and science of traditional Polynesian voyaging so that ancient wisdom might inspire contemporary solutions.

The ‘Ōiwi TV team needed a way to organize the terabytes of RAW material that would be generated by the project. “We had a basic folder system in place and could reference media based on time/date metadata,” says Lee. “But with four years of material already accumulated, and the Mālama Honua Worldwide Voyage on the horizon, we realized that we needed something much more robust, with more features and capabilities to ingest, log, tag, manage, and turn around the boatload of footage that was coming our way.”

The ‘Ōiwi TV team had to act fast. “We had a one-year lead time before the voyage set off on its amazing journey, and it looked as if we had a mammoth challenge on our hands,” says Lee.

PREPARING FOR THE WORLDWIDE JOURNEY WITH CATDV

To support the large volume of content that the voyage would produce, and to prepare for continued growth of the business, the ‘Ōiwi TV team chose to implement the CatDV Asset Management Platform. “The concern was that if you have shot it, and can’t find it, it does not exist,” says Lee. “However, with CatDV all that media tail-chasing has gone. Now, we can find and use any clip we want, at any time. In fact, it’s a breeze.”

Consulting with CatDV distributor JB&A, ‘Ōiwi TV purchased and installed CatDV Server with a Worker Node, running on a Promax 64 TB X-San Server, along with ten full CatDV licenses. Two of the CatDV licenses were integrated with Adobe Premiere edit bays onboard the canoes that followed the Mālama Honua expedition. The remaining CatDV equipment was installed in Honolulu.

SCALING UP ASSET MANAGEMENT AND IMPLEMENTING AN OCEAN-BASED WORKFLOW

With CatDV, ‘Ōiwi TV gained a robust system that could handle the 18 TB of RAW material captured on the worldwide journey. The solution also enabled the team to implement an efficient workflow for the voyage.

Onboard the support canoes, the production team referenced a two-page laminated sheet of keywords, pre-programmed across all CatDV systems. Using those keywords, team members could expedite logging and help ensure accuracy for media management and searching later on.

RAW footage was ingested into CatDV as low-resolution proxies. Footage was logged and tagged with the keywords into separate catalogs, dependent on the different shoots and locations of the voyage. Using an onboard satellite connection, these catalogs were emailed to the ‘Ōiwi team in Honolulu, allowing the editorial team to both keep track of the assets and start the editorial process.

ACCELERATING PRODUCTION SCHEDULES

The Mālama Honua Worldwide Voyage demonstrated how CatDV can help get programs to air quickly and efficiently. When the first leg of the Mālama Honua expedition ended in New Zealand, all RAW media was flown back to Honolulu on hard drives and ingested via CatDV to the server. The editorial team then quickly relinked the RAW footage to the EDL in Adobe Premiere and fine-tuned the edit.

‘Ōiwi TV turned around two hours of programming—four 30-minute programs—in under two weeks. In fact, one offshoot production, a 30-minute episode for the local NBC/CBS affiliate Hawaii News Now, was completed in just two days.

“The precision of CatDV has changed everything, especially in our post workflow,” says Lee.

“I would not dream now of making content without a seriously good system like CatDV. It’s been a paradigm shift that is proving invaluable.”

Keoni Lee,
Co-Founder and CEO,
‘Ōiwi Television



“Getting the naming conventions battened down at the start saved us an inordinate amount of time, effort, and stress. We would have been dead in the water without it.”

PROVIDING AN END-TO-END WORKFLOW AND ENHANCING FLEXIBILITY FOR THE FUTURE

Even when the ‘Ōiwi TV team is working on dry land, Lee is highly appreciative of the streamlined workflow that CatDV enables. “The CatDV Server, Worker Node, and licenses all work harmoniously together,” says Lee. “CatDV was the only asset management system we found that encompassed the whole workflow. The tight integration with NLEs, especially Adobe, means that the overall experience—from camera-to-post—is fast and smooth.”

Lee says that the ability to work with low-resolution proxies is one of the best features of CatDV. “It frees-up our online storage

from the heavy RAW files,” says Lee. “Plus the robust metadata capabilities mean we have great flexibility and new opportunities to create programming in the future.”

ENVISIONING CATDV AS A NATURAL EXTENSION OF DIGITAL WORKFLOWS

What would Lee say if asked to recommend CatDV? “If you’re in video production, shooting for multiple clients, and planning on keeping and reusing the footage, then CatDV is a no-brainer,” says Lee. “These days, production is digital, and CatDV is a natural extension of the workflow that will save you precious time. I would not dream now of making content without a seriously good system like CatDV. It’s been a paradigm shift that is proving invaluable.”

ABOUT ‘ŌIWI TELEVISION

‘Ōiwi Television produces documentaries, news, and multimedia content from a uniquely Hawaiian perspective. Founded by Nā‘ālehu Anthony, Keoni Lee, and Amy Kalili, this next generation of native Hawaiian storytellers aims to tell the stories of their land and their people. ‘Ōiwi TV, on Oceanic Time Warner Cable channel 326 and online at www.oivi.tv, is home to the production team’s original content and serves as a community hub for information, collaboration, and engagement. The organization is committed to the revitalization of ‘ōlelo Hawai‘i, the Hawaiian language, and understands the importance of its role in media as part of this movement. The stories that ‘Ōiwi TV tells are shaped by an aspiration to revitalize and affirm a positive native Hawaiian world view.

Quantum

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