)))· frame.io

Modernise your video production process with Frame.io.

Table of contents

Introduction

With the increased popularity of viewing platforms and a rising customer demand for content, video has become a necessary content type for every business – not just those in the business of making movies. Studies show that 54% of people **prefer video** from brands over other content types, and 91% of businesses **use video for marketing purposes** to engage consumers across channels. If you want to get your message to the masses, video isn't just a fun creative medium – it's now a business requirement.

As the appetite for video content continues to grow, video production teams must rise to meet the challenge of increasing project requests and tighter deadlines. Although technology has empowered video teams to be more nimble and flexible so they can create content quickly, certain pieces of the production process still pose challenges for video teams using traditional processes and tools.

To create timely, relevant video content at scale, teams need to rethink the way they approach production. A cloud-based video collaboration platform can streamline everything from stakeholder feedback and file sharing to team collaboration and version controls. Here are four ways a modern video production approach empowers creative teams to drive a bigger business impact by creating more content while saving time and money.

1. Streamline stakeholder feedback with cloud-based reviews.

Gathering stakeholder feedback on video projects can have teams all over the place juggling spreadsheets, docs, emails, IMs and texts. These varied sources of feedback are difficult to pull together into a consolidated set of approved changes for editors and it's easy for things to get lost in the shuffle. Cloud-based review and approval tools like Frame.io take the guesswork and constant follow-ups out of the review process while keeping version control in check.

"During the middle of post, we're leaning heavily on Frame.io to get feedback, both internally and externally," says Nick Dixon, post-production supervisor, director and editor at production company The Plains. Dixon says having comments linked to specific frames in a video really cuts down on confusion. "Being able to iterate on specific feedback and have a new comment slate whenever we upload and replace the internal video for clients is really great as well."

A modern video collaboration platform gives reviewers a way to share feedback that's more specific and actionable so you can reduce review cycles and speed up approvals. Displaying comments and annotations right in your editors' Adobe Premiere Pro and After Effects timelines can help your team get work done even more quickly and accurately.

2. Simplify workflows with integrations and automation.

Traditional video production workflows are far from streamlined. Each stage of the production process is often siloed, run on many different systems and, in some cases, still reliant on physical hard drives and shipping. All these issues create slowdowns that can impact project timelines and budgets. A modern video collaboration platform can reduce manual workflows and tech stack disconnects with integrations and automations that save your team time.

"We don't have to alter our work patterns to make things play nicely with Frame.io. In fact, Frame comes to our level and makes things as unobtrusive and friendly as possible. It's working with us to supplement what we're already doing by putting everything in one space waiting to be used," says Dixon.

With Frame.io, you can:
- Connect camera and streaming hardware with cloud-based project folders to share footage from set to post as soon as shots are captured.
- Integrate stakeholder feedback into your editing platforms so post-production teams can view requested edits right in their timelines.
- Transfer files between desktop, Frame.io projects and long-term storage solutions.
- Automatically publish content to approved distribution platforms using rule-based triggers.
- Create activity-based notifications or updates in your team's project management and internal communication platforms.
- Auto-archive high-resolution finished content at the end of a project.

By supporting your video production with a centralised platform that connects with all of your other creative and business tools, you can minimise busy work and keep projects moving.

3. Centralise tools to power collaboration.

Video production teams are working in distributed environments now more than ever. The days of everyone on a production team sitting together in an office or on set are becoming increasingly rare. Collaboration methods such as in-person review meetings, calls, texts and emails can leave lots of space for communication hiccups to derail your production process and timelines.

"Any project that we're working on can have between five and 20 people staffing it. When you loop in sound mixers, colourists and editors who all live in different places, it's so invaluable to have a place where everybody can meet, get on the same page and develop a game plan," says Dixon.

No matter where team members are across the globe, a centralised platform is the glue that keeps productions together. A modern production approach means investing in cloud-based communication and file-sharing tools that keep all your important project assets and conversations in one place so production stays on track.

"Making sure that multiple moving parts are able to work in sync with one another is extremely helpful. With Frame.io, we can be working on an edit and on motion graphics simultaneously. It used to be that we needed the edit to be locked in first, but now we can get started because the motion graphic artists are able to see what the edit is saying and build out from there. On tight deadlines, having this capability is so useful," Dixon says.

4. Prioritise security with powerful project controls.
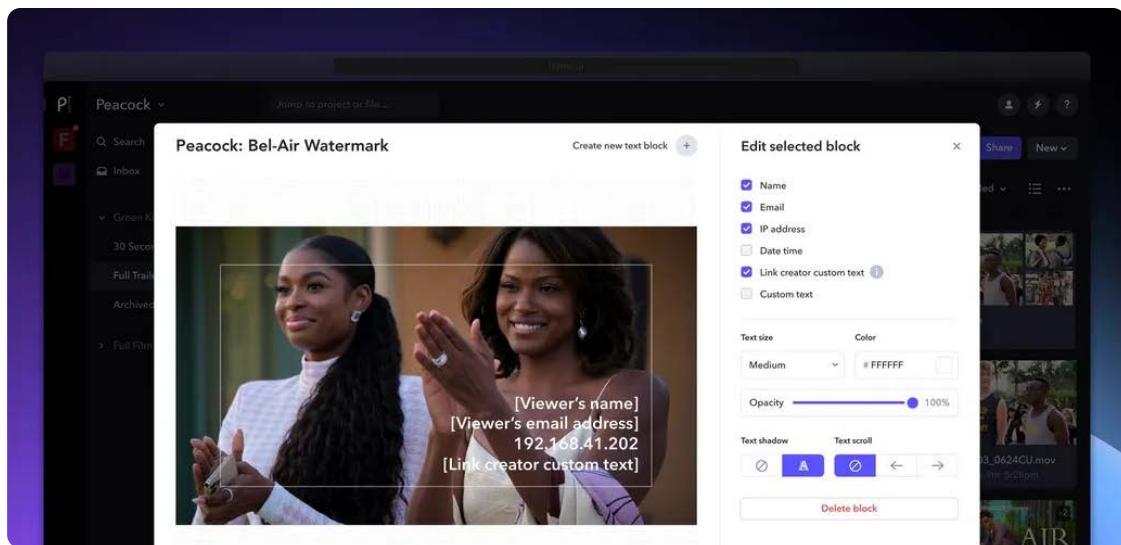
Following traditional video production approaches, security is either an afterthought – and therefore a potential risk – or a labour-intensive process of uploading files to SFTP sites and getting individual project stakeholders appropriate access to view content. These techniques can't scale with the fast pace of video content creation today or give stakeholders confidence that their content will stay under wraps until it's time for the big reveal.

A modern video production platform will help your team protect pre-launch content at every stage of production – without slowing down your workflow. A platform like Frame.io can help you keep security a priority with:

- **Digital rights management.** Protect your IP with encrypted access that stops unauthorised viewing and downloading.
- **Watermarking.** Deter video content leaks with an embedded real-time watermark, personalised for each user.
- **Two-factor authentication.** Add an extra layer of defence to user logins to prevent weak passwords from turning into security breaches.
- **Single sign-on (SSO).** Authenticate account members using your existing SAML 2.0 identity providers with Frame.io.
- **Compliant technology.** Keep your project data secure with a platform that follows TPN best practices and SOC 2 Type II audits.

"Being able to throw a watermark onto footage is a way to help clients feel more secure about sharing it. It's one of those little things that goes a long way in helping clients feel like they're being provided a bespoke experience – and a secure one," says Dixon.

Modernise your video production process and accelerate content creation with Frame.io.

Investing in modern video technology isn't just a smart creative investment. With the right tools and processes in place, your team can find new ways to speed up and scale your video content creation, collaborate more effectively and deliver high-quality work that drives your business forward.

A video collaboration platform like Frame.io can help you connect people, processes and tools throughout the video production process to reduce frustration. Instead of wasting time tracking down feedback, you can use consolidated review links and get back to being creative. Communication becomes simple and efficient with centralised, cloud-based tools. Built-in integrations between Frame.io collaboration tools and Adobe Creative Cloud apps like Adobe Premiere Pro and Adobe After Effects can help your team scale video content creation and accelerate production. And powerful security controls ensure your teams can work confidently on video projects.

Try the Frame.io Team plan free for 14 days.

Start free trial

Explore Frame.io