



Photo by Nathan Oishi

Enhancing **Revenue** in a Down Economy

by William Wheeler

Content providers are always looking for tools to help them get more for their money. And time is money. So what do you do when you've got your program cut perfectly but you need to shorten it?

Enter the fully automated HD/SD Time Tailor from Prime Image, a patented device that fits content to time. It is a feature rich, fully automated system designed for broadcasters, cable networks, content providers and post production facilities. The Time Tailor increases profitability by reducing the run time of program content to allow more time for commercial spots, or to adjust content to fit into existing time slots, seamlessly, all while maintaining the original creative integrity of the program.

Traditionally, there have been two main methods used for reducing a program's run time to fit into a new time slot: straight edits and varispeeding.

Straight edits are extremely time consuming with editors typically removing 10-20 frames at a time, in addition to cutting entire scenes. This often compromises the integrity of the

program. In addition, the original closed captioning is lost and must be recreated.

The varispeed process, which increases the playing speed of the program, removes up to a maximum of 4% run time. There is a perceptual reduction in viewing quality because of visual artifacts and changes in audio pitch, and, like straight edits, varispeed cannot maintain closed captioning.

The HD/SD Time Tailor reduces time automatically and undetectably, and closed captioning is preserved. It is used successfully throughout the industry in movies, television and post production. CBS, NBC, CNN, SONY and Turner Broadcasting, among others, use the process.

Deborah Rocklin, Editorial Services for Sony Pictures Entertainment says, "We've had great success with Time Tailor. First, it truly simplifies our editing process- closed captioning stays intact and turnaround is fast. Second, the quality of the finished result is exceptional, without the varispeed artifacts." **HD**

For more information on this product please check out www.primeimage.com

Eric Rigney, Executive Director in Digital Picture Editorial's Edit 1, Sony Pictures Studios.