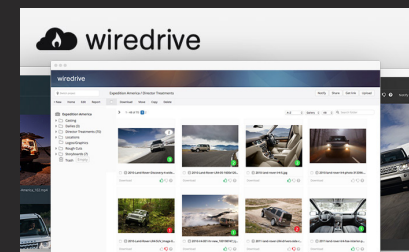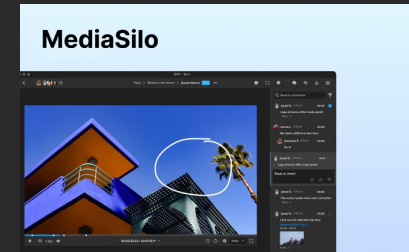# INAUGURAL VIDEO PRODUCTION WORKFLOW REPORT 2022-2023

**The Unprecedented is Now Precedent:
How the industry has adapted in uncertain times**

Shift Media

Shift Media helps the biggest names in entertainment, advertising, gaming and sports securely manage, present and collaborate on their highest-value projects. Our industry-leading products include MediaSilo for managing, reviewing and sharing work-in-progress; Screeners.com for previewing pre-release content; and Wiredrive for creating customized pitch reels.

Our industry has changed tremendously in the last few years. We've all adapted to working remotely, collaborating with clients and coworkers all across the globe to create content at a record pace for an abundance of platforms while maintaining the highest quality possible.

We conducted an anonymous survey of 367 Shift Media customers in the film and television industry on their workflow to gather insights on the latest trends from pre- to post-production. The goal was to help others better understand the opportunities and challenges our industry has overcome recently. Just as the pandemic brought new ways of doing business, so does the challenging economic climate we face going into 2023. As budgets face scrutiny and managing costs become more of a priority, streamlining processes with more comprehensive solutions will be more important than ever.
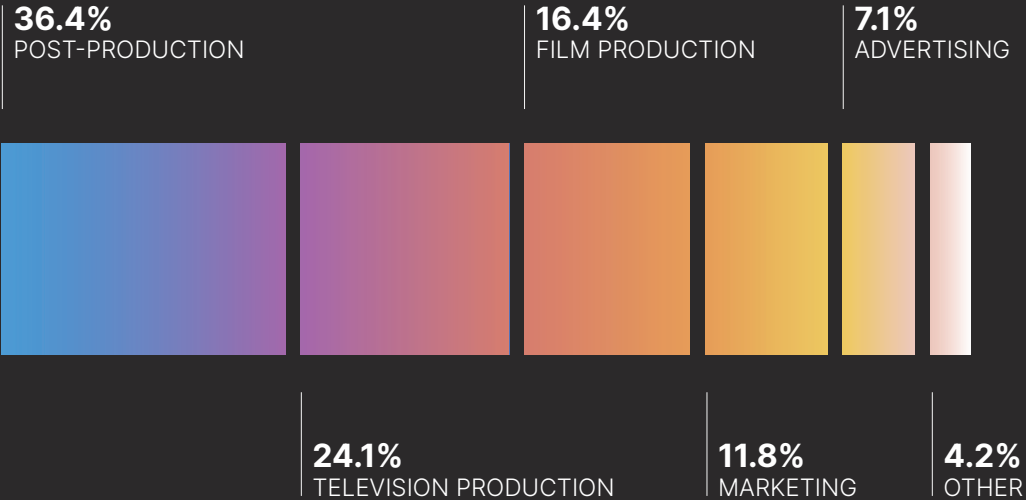
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KEY TAKEAWAYS

REMOTE WORK IS HERE TO STAY

36.4%
POST-PRODUCTION

16.4%
FILM PRODUCTION

7.1%
ADVERTISING

24.1%
TELEVISION PRODUCTION

11.8%
MARKETING

4.2%
OTHER

OTHER includes: Project Management, Creative, Design, Research, Events, Comms/PR

"The biggest difference is that there are [fewer] people during shooting, which has both positive and negative aspects. There's more focus on pre, and that's good. There's tougher work in post, and that's bad."

- Executive Producer

Over 96% of our customers are doing their pre-production work either fully remote or semi-remote.

96%
PRE-PRODUCTION

Over 84% of our customers are doing their production work either fully remote or semi-remote.

84%
PRODUCTION

Over 94% of our customers are doing their post-production work either fully remote or semi-remote.

94%
POST-PRODUCTION

* The majority of production survey responses were provided by roles/teams that do not explicitly or exclusively require on-set presence.

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PRE-PRODUCTION TAKEAWAYS

Our virtual world has made organization and security a top priority for teams challenged with figuring out their digital workflow.
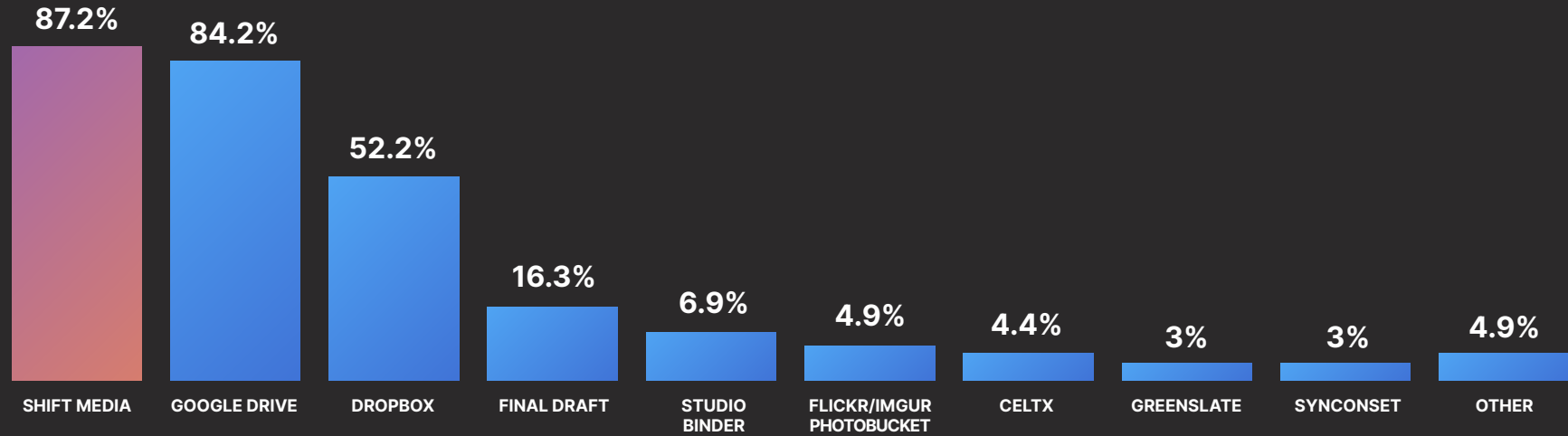
Files, concepts and ideas must be shared quickly and easily between teams and clients so that materials can be reviewed and approved fast, ensuring projects are completed on time. This sense of urgency has led teams to find digital solutions to help keep track of who is responsible for various tasks at any given time on a project. Free platforms like Google Docs and Google Drive work well for smaller teams with minor projects, while Airtable and MediaSilo provide a more sophisticated solution for high-end content production.

In the past few years, teams have had to learn to utilize multiple platforms, then often educate clients on them, leading many to search for a more comprehensive solution.

"It's made our lives a lot better, being able to work remotely and be productive. However, we are always wishing there was a way for us to do most of all the work on one platform instead of having to use so many different verticals." - Award-winning Producer
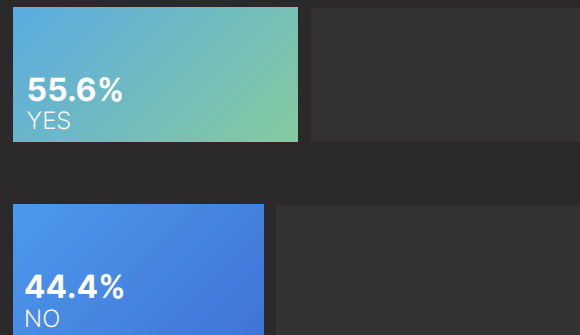
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PRE-PRODUCTION TAKEAWAYS

TOOLS

| Tool	Percentage
SHIFT MEDIA	87.2%
GOOGLE DRIVE	84.2%
DROPBOX	52.2%
FINAL DRAFT	16.3%
STUDIO BINDER	6.9%
FLICKR/IMGUR PHOTOBUCKET	4.9%
CELTX	4.4%
GREENSLATE	3%
SYNCONSET	3%
OTHER	4.9%

Participants were allowed to choose more than one response. **OTHER** includes: Airtable, Slack, Microsoft Office, Box, Frame, Adobe

DOES YOUR WORK INVOLVE VIDEO PRE-PRODUCTION?

55.6% YES

44.4% NO

REMOTE STATUS

66.5% FULLY REMOTE

30% SEMI REMOTE

3.4% FULLY IN PERSON

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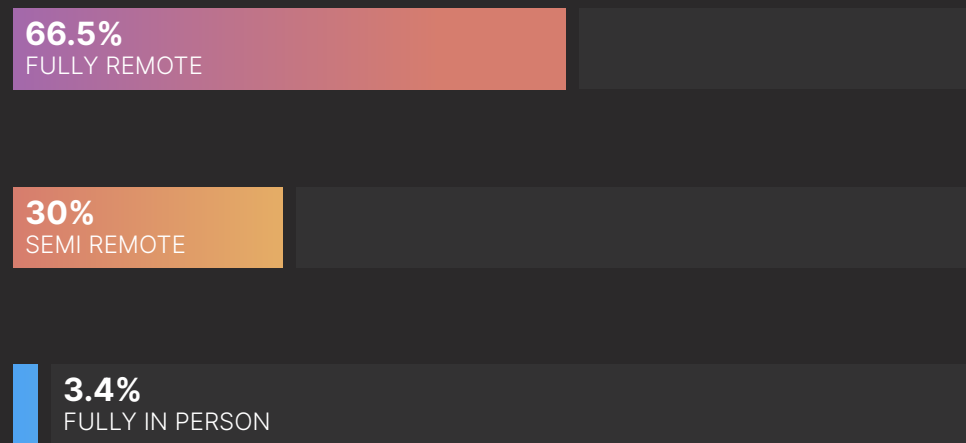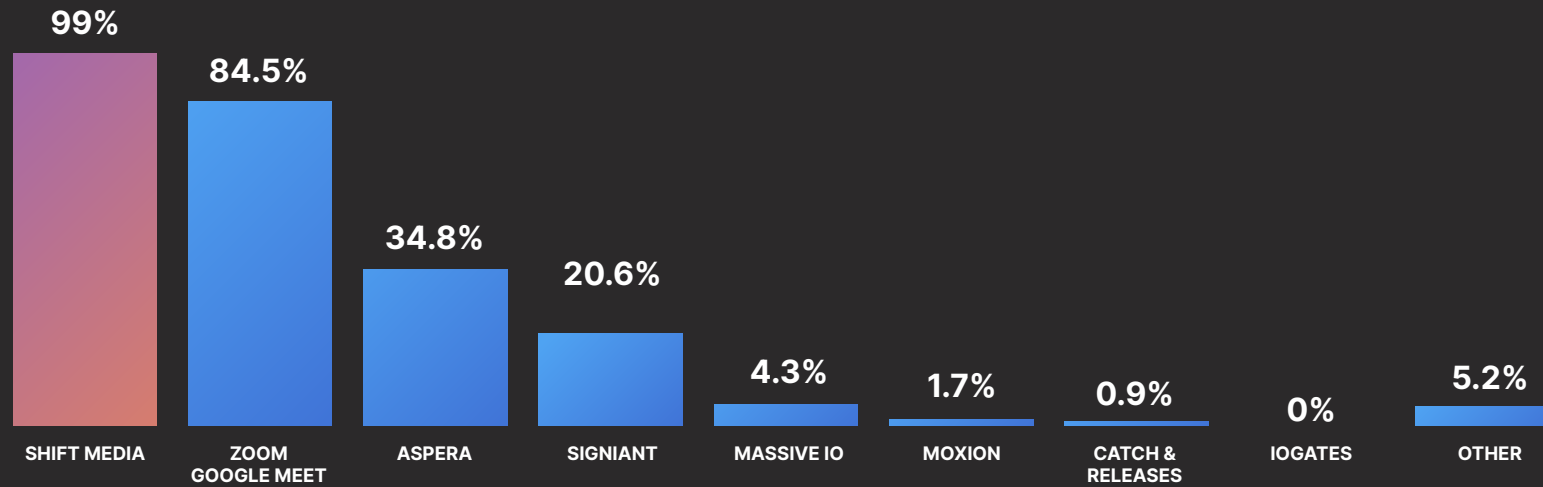
PRODUCTION TAKEAWAYS

While production teams have adapted to having fewer people on hand during production, this means depending on more tools for video conferencing, virtual interviews, and sometimes shipping equipment and relying on talent to record themselves while DPs guide the production remotely.

Teams have become accustomed to going into production remotely using high-quality cameras connected to platforms like ScreenFlow, which allows for high-quality capture. Actors and interviewees have learned to prepare their locations for filming with props or set design, so they are camera-ready, then share footage for review and approval via links. This new production process often leads to longer days and increased security measures.

"We get as much done in pre-pro to prep for production, so things go more smoothly. Using tools such as MediaSilo and Asana, we're able to access any assets or briefs we might need." - Managing Director
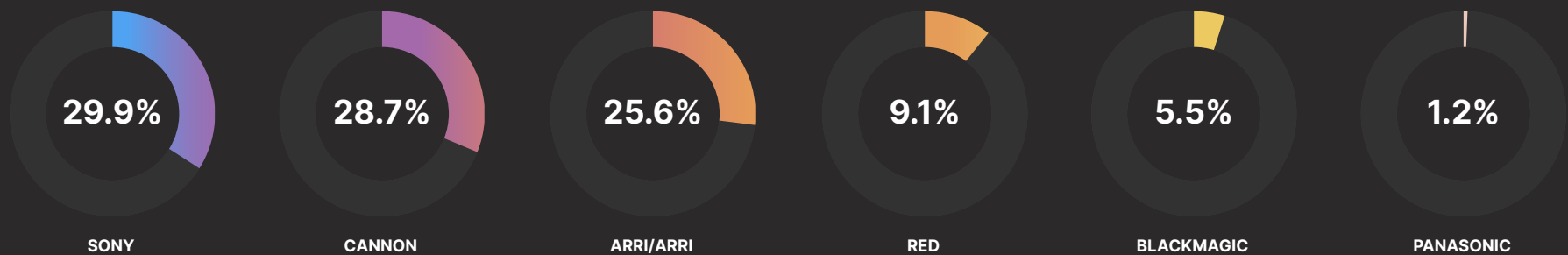
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PRODUCTION TAKEAWAYS

TOOLS

99%	84.5%	34.8%	20.6%	4.3%	1.7%	0.9%	0%	5.2%
SHIFT MEDIA	ZOOM GOOGLE MEET	ASPERA	SIGNIANT	MASSIVE IO	MOXION	CATCH & RELEASES	IOGATES	OTHER

Participants were allowed to choose more than one response. **OTHER** includes: Frame, Airtable, Frankie
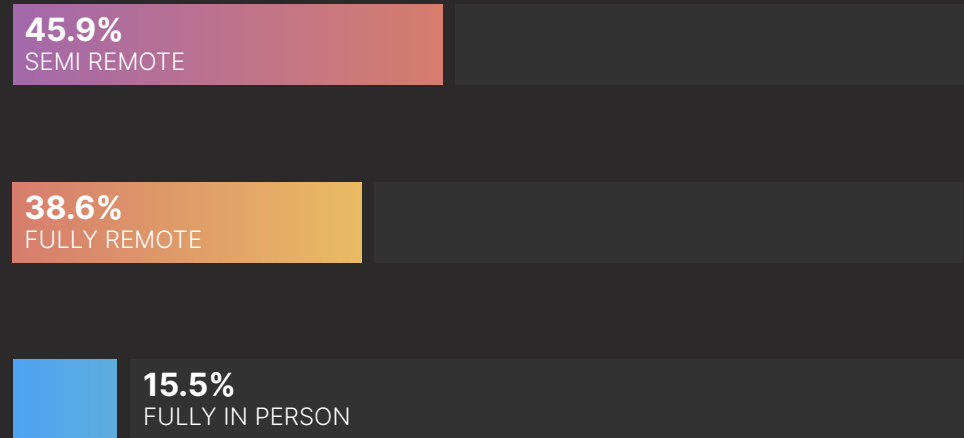
PREFERRED CAMERA BRANDS

29.9%	28.7%	25.6%	9.1%	5.5%	1.2%
SONY	CANNON	ARRI/ARRI	RED	BLACKMAGIC	PANASONIC

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PRODUCTION TAKEAWAYS

DOES YOUR WORK INVOLVE VIDEO PRODUCTION?

63.8%
YES

36.2%
NO

REMOTE STATUS

45.9%
SEMI REMOTE

38.6%
FULLY REMOTE

15.5%
FULLY IN PERSON

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POST-PRODUCTION TAKEAWAYS

In the years since the initial pandemic lockdown, processes that at first took hours have been streamlined to minimize errors and quickly get review and approval from all stakeholders. However, difficulty capturing sound and dubbing has continued to cause frustration for some, requiring additional spotting sessions and pickups.
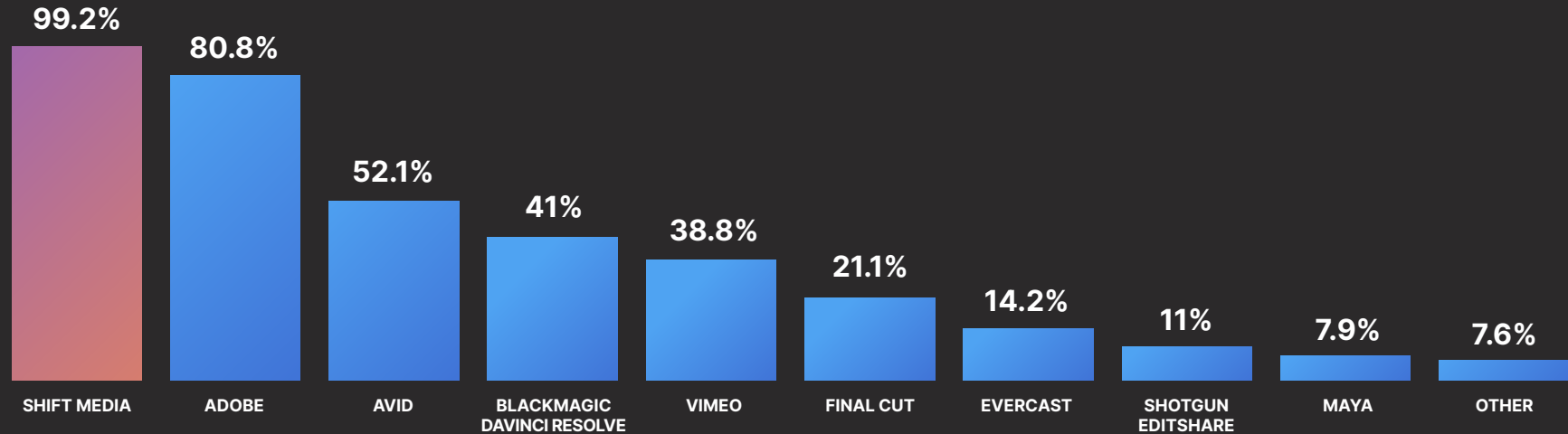
The physical presence of personnel from all departments is still being limited post-pandemic. While Post's influence is vital to all stages of the process to ensure a seamless production, these in-person limitations mean that critical conversations are taking place virtually, increasing the reliance on platforms like MediaSilo and Zoom to share files and review animatics vital to navigating remote workflow. Additional time chatting through issues via Zoom and the housekeeping required by editors to keep up with inversions and ensure everyone has the same media is the new normal.

Platforms that allow reviewers to comment on rough cuts frame by frame to minimize the back-and-forth during approvals and reliably share large files securely and quickly have made remote post work much easier.

"Using MediaSilo and Zoom to share files and review animatics has been vital to navigating our remote workflow." - Documentary Filmmaker
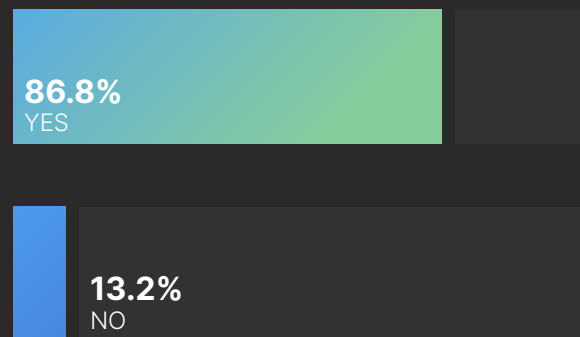
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POST-PRODUCTION TAKEAWAYS

TOOLS

|									
99.2%	**80.8%**	**52.1%**	**41%**	**38.8%**	**21.1%**	**14.2%**	**11%**	**7.9%**	**7.6%**
SHIFT MEDIA	ADOBE	AVID	BLACKMAGIC DAVINCI RESOLVE	VIMEO	FINAL CUT	EVERCAST	SHOTGUN EDITSHARE	MAYA	OTHER

Participants were allowed to choose more than one response. **OTHER** includes: WeTransfer, Frame, Logic, ProTools, C4D, Frankie, cineSync

DOES YOUR WORK INVOLVE VIDEO POST-PRODUCTION?

86.8%
YES

13.2%
NO

REMOTE STATUS

70.3%
SEMI REMOTE

24%
FULLY REMOTE

5.7%
FULLY IN PERSON

Shift Media
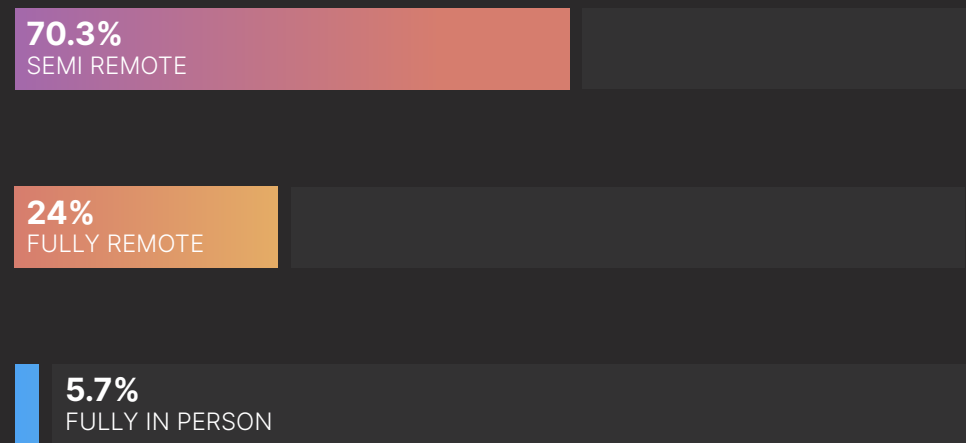
SALES, MARKETING, & DISTRIBUTION
WORKFLOW

A digital-first approach is a must.

The shift to streaming and digital content holds strong, and with people consuming more online video content than ever before, using a secure platform is crucial.

The recent economic changes have also resulted in budget restrictions, which means marketers need to know their audience well to create quality content that hits home with their audience. Utilizing social media to distribute and promote content helps promoters get the most back for their buck while reaching younger audiences.

LOOKING TOWARDS THE FUTURE

Pros in the industry have adapted to create content faster and more efficiently than ever before to meet the needs of increased competition.

Post supervisors and editors find it more convenient and cost-effective to work from home, not depending on a super extensive infrastructure or office to get the work done. Clients and directors trust the post-production process more every day, using technology to their advantage, shortening review time by getting videos directly on their phones and computers, and allowing them to watch and provide feedback anytime, anywhere.

The changes in the past few years helped create an industry that's more flexible and accommodating to the various needs of filmmaking teams, with many finding talent from other continents who obviously wouldn't be able to come to an office.

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TAKEAWAY

Our takeaway? Humans will adapt to anything. Trust your people and open your mind to new solutions. Just because something has been one way for a long time doesn't mean it's good.

"All of us have our own edit suites and production suites at home now. There will never be a need to put us all together in one building or office. Also, we have started handling clients from all over the world. They don't care where we are working, just as long as we complete the work." - VFX Supervisor

WANT TO LEARN MORE?

Visit **shiftmedia.io** or **talk to us**.

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