

CHESA SIMPLIFIES MEDIA MANAGEMENT AND ACCESSIBILITY FOR **TANGLED BANK STUDIOS**



Tangled Bank Studios

THE CLIENT: TANGLED BANK STUDIOS

Tangled Bank Studios, located in Chevy Chase, MD, is a subsidiary of [the Howard Hughes Medical Institute \(HHMI\)](#), one of the largest private nonprofit biomedical research organizations in the United States. Beyond its scientific endeavors, HHMI is a patron of the arts through [Tangled Bank Studios](#), which specializes in both short and long-form feature films, capturing the wonders of science and the natural world.

Tangled Bank Studios' commitment to excellence is unmistakable. Noting one of their recent significant achievements, their Oscar-nominated [All That Breathes](#), directed by Shaunak Sen, is the only documentary to win best documentary at both [Sundance](#) and [Cannes](#) film festivals.

Moreover, Tangled Bank is not just a production studio. It extends its mission to educational initiatives, allowing various platforms to exhibit its films, thus sparking curiosity and dialogue about science globally.

SITUATION ANALYSIS

Tangled Bank Studios identified opportunities for enhancement in their media asset management (MAM) processes, sparking a fruitful collaboration with CHESA.

[Indy Mitra](#), Post Production Supervisor at HHMI Tangled Bank Studios, played a key role in this transformative journey. **"Our initial foray into MAM provided valuable insights, helping us identify specific areas for enhancement. Partnering with CHESA was a strategic move to refine our system,"** Mitra observed. This collaboration was driven by a clear vision to streamline efficiencies such as:

- Enhancing the ability to verify rights clearances.
- Simplifying administrative processes.
- Customizing workflows to align precisely with their unique needs.
- Achieving continued cost-effectiveness.
- Integrating a versatile "shot list" method for a streamlined content search and find functionality.

Tangled Bank Studios' commitment to continuous improvement and CHESA's expertise paved the way for Tangled Bank Studios' continued success.

SOLUTIONS DEPLOYED

Upon the initial discovery consultation led by CHESA's Solutions Architect, [Ben Kilburg](#), Tangled Bank Studios embarked on a comprehensive discovery phase. This phase involved extensive discussions with various stakeholders at Tangled Bank, meticulous documentation of existing processes, and the identification of pain points. The comprehensive report that followed laid the groundwork for the innovative solutions CHESA would subsequently implement.

The cornerstone of CHESA's strategy was replacing Tangled Bank's existing MAM with [CatDV from Quantum](#). This transition wasn't just a system shift; it was accompanied by a paradigm shift from on-premises solutions to cloud-based ones, notably, [Amazon Web Services \(AWS\)](#), to enhance access, particularly for remote teams and international producers.

[Northshore Automation](#) played a pivotal role in this transition, implementing custom solutions and user experience enhancements, underlining the importance of continuous innovation. CHESA and Northshore Automation ingeniously transformed Tangled Bank's "shot list" method into usable metadata, significantly augmenting content searchability and management.

The shift to a cloud environment wasn't immediate. It was a strategic two-phased approach, starting with an on-premises setup that also transitioned to the Cloud, considering Tangled Bank's need for wide-reaching, efficient access, especially in the throes of the pandemic. **"We are able to quickly search, identify media, and edit anywhere around the world,"** Mitra stated.



"The discovery really helped build what our solution is today... For any big project, in terms of completely redesigning your workflow, **I think the discovery process is a must.**"

INDY MITRA

Post Production Supervisor, HHMI Tangled Bank Studios

CHESA'S IMPACT

CHESA's solutions heralded a new era of efficiency, accessibility, and creativity for Tangled Bank Studios. The immediate benefit was an enhanced ability to manage and distribute media, leading to increased media production rates.

The hybrid environment, leveraging both [Frame.io \(Adobe\)](#) and CatDV, streamlined the review and approval process, while the shift to AWS ensured unparalleled system access, responsiveness, and issue resolution speed.

The AWS solution, hosted and provided as a managed service by CHESA, eased the operational load from Tangled Bank, allowing them to channel their resources and focus on what they do best: creating compelling, thought-provoking content.

However, the most significant testament to CHESA's impact is perhaps less tangible but far-reaching. CHESA didn't just provide a service or a product; they enabled Tangled Bank Studios to expand their reach, share their media more broadly and efficiently, and continue their mission of enlightening the world through the art of scientific storytelling. In doing so, CHESA reaffirmed that their understanding of Tangled Bank's world transcends technology. It's about vision, mission, and the relentless pursuit of knowledge, facilitated by seamless, innovative tech solutions.