No more re-export, re-encode, or re-QC

Although nothing short of a miracle, non-linear editing has some significant limitations. If a change to a program is required, even just a simple shot change, it is necessary to go back to the timeline, make the changes and then, re-export the complete program. That process can be excruciating, especially for long form programming. And then, the resulting file needs to be run through quality control again, which if nothing else, means someone watching the program from start to finish, wasting time, money and in some cases, preventing shows from being delivered on time.

As a work-around, some post-production facilities export edited shows to tape and use tape-based insert edits for changes. Tape can also provide a pathway to delivering file types not directly supported by their particular finishing systems. Using File-based Insert Edit, you can frame-accurately replace specific frames of audio, video and closed captioning without the need to completely re-export or re-render. Since only the newly inserted segments have changed, only those segments need to be QC'd. File-based Insert Edit brings the advantages of tape-based workflows to files.
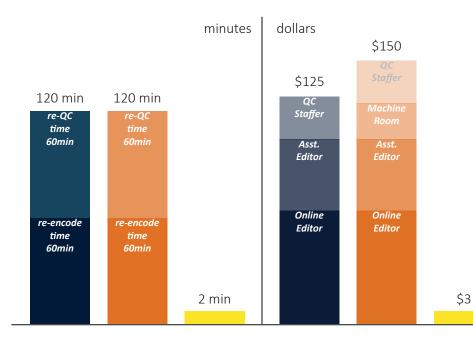
FILE-BASED INSERT EDIT *cost analysis*

The Results

We asked some industry friends to help us understand the cost savings afforded by insert edit and here's what they came up with. For tape intermediate and NLE export workflows, the time for any change to an hour long program is the edit time plus about an hour to export and an hour to QC so two hours of labor at $125 ~ $150 per change.

Legend:
- NLE Export
- Tape Intermediate
- File Based Insert Edit

minutes | dollars

- **NLE Export:** 120 min (re-QC time 60min / re-encode time 60min)
- **Tape Intermediate:** 120 min (re-QC time 60min / re-encode time 60min)
- **File Based Insert Edit:** 2 min
- **NLE Export:** $125 (QC Staffer / Asst. Editor / Online Editor)
- **Tape Intermediate:** $150 (QC Staffer / Machine Room / Asst. Editor / Online Editor)
- **File Based Insert Edit:** $3

How is this possible?

With Cinedeck's Insert Edit, making a change takes about as long as the change itself, so a 1-minute insert takes 1 minute to execute and another 1 minute to QC. Full confidence record saves even more time because you can simultaneously record and QC, cutting the total time in half. This means labor costs are slashed to a fraction of what is required for tape intermediate or NLE Export workflows.