opentext™

Success story

Trinity Mirror plc
National Olympic Photo Pool (NOPP)

Industry
• Publishing and Media

Solution
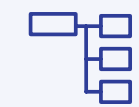• OpenText Content Hub for Publishers (CHP)

Results

Fast, efficient workflow helped to streamline image metadata management and image distribution

Cloud-based storage provided single source for photo pool images, fully audited and tracked with availability to numerous outlets

Over 8,000 images made available from London 2012 with average camera to title time of just 12 minutes, showcasing the best of British sports photography from over 60 accredited photographers

Trinity Mirror plc

Trinity Mirror develops National Olympic Photo Pool solution with OpenText

OpenText Content Hub for Publishers stores, indexes and distributes the best of British Sport Photography for London 2012 Olympics

"We achieved so much in such a short timeframe in meeting all the technical requirements and the conditions placed on us by the IOC. OpenText stepped up to the challenge magnificently, surpassing everyone's expectations."

Mike Sharp
Group Development Executive
Trinity Mirror plc

Trinity Mirror plc is one of the UK's largest multimedia companies with an award winning portfolio of newspapers, websites, and digital products. The company employs over 5000 people in more than 60 locations around the country. Like many other UK newspaper and magazine publishers in the run up to the London 2012 Olympics, they were looking forward to the opportunity to showcase the very best of British sports photography through their publications.

However, there was a problem. Even for the host nation, the number of photographic accreditations and prime location allocations would be limited by the International Olympic Committee (IOC). During the 2010 Wimbledon Lawn Tennis Championships, a number of eminent UK sports photographers began to discuss how they could overcome these restrictions. Bob Martin, Wimbledon photographic liaison, had recently been appointed as London 2012 Photographic Delegate for the IOC.

Following discussions with a wider group of UK publishers, Bob Martin approached the IOC with a concept to open up a greater number of accreditations and prime positions to UK photographers.

The National Olympic Photo Pool: British newspapers working together

In order to secure additional passes and the best positions at a wide range of events for home photographers, the leading UK national titles all members of the Newspaper Publishers Association proposed they pool all of their shots together. These would then be made available, without charge, to the 1,100 regional titles who are members of the Newspaper Society, specialist UK sporting publications, as well as the IOC, London Organizing Committee of the Olympic and Paralympic Games (LOCOG), and the British Olympic Association.

In return the IOC would increase the number of passes issued to British national press and allocate "gold" or prime spots at all events to NOPP photographers, including the opening and closing ceremonies and showcase events such as the 100m finals.
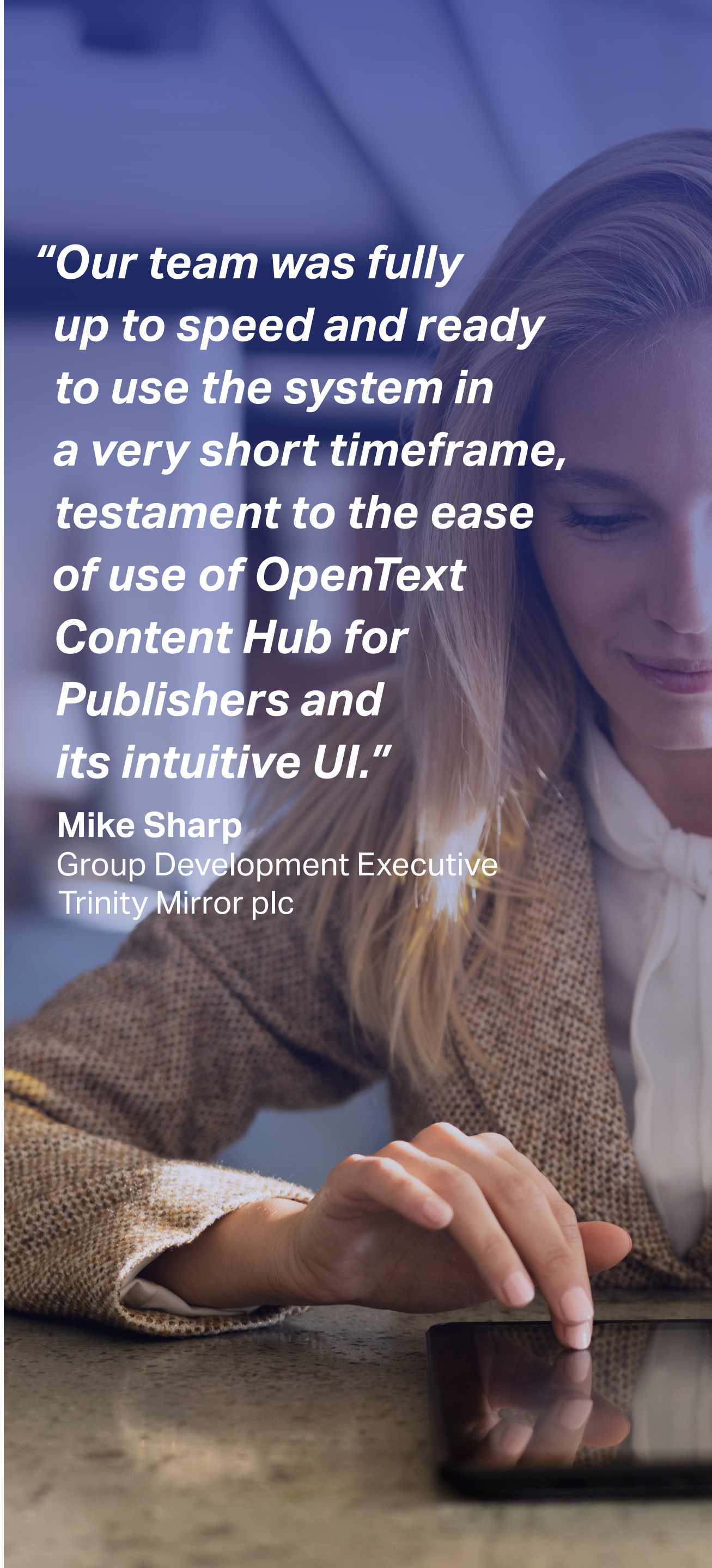
The IOC agreed to allocate the additional passes and prime positions conditional upon the open sharing to UK publications of images, and so the National Olympic Photo Pool (NOPP) was born. This would require a central repository featuring image editing and indexing workflows, metadata management and simultaneous availability to all contributing members of the pool, regional and specialist publications, with a full audit trail.

Mike Sharp, group development executive, Trinity Mirror plc was involved from the outset and instrumental in identifying and implementing suitable technology to manage this process. *"We quickly realized that the concept of NOPP was a great solution to improve access and showcase British sports photography,"* he said. *"However, it soon became apparent that there were some major technical hurdles to overcome and we had a very fixed deadline to meet."*

OpenText Content Hub for Publishers: The perfect platform for NOPP

Having worked with OpenText previously for their picture desk/image archive needs, Mike Sharp suggested the OpenText Content Hub for Publishers (CHP) as a potential solution to the NOPP's needs.

"We engaged with OpenText and outlined what we were looking to achieve. They immediately took up the challenge, not only providing the software solution but also the necessary hardware, based in the cloud, implementation services and the 24hr support we needed to maintain the level of service throughout the event," Sharp said.

> *"Our team was fully up to speed and ready to use the system in a very short timeframe, testament to the ease of use of OpenText Content Hub for Publishers and its intuitive UI."*
>
> **Mike Sharp**
> Group Development Executive
> Trinity Mirror plc

Following a short period of discovery and analysis, workflow processes were quickly designedandimplemented. Photographers sent their images via FTP over the internet, often from the event or venue, having applied the appropriate metadata. The OpenText system then ingests these images by passing them through a series of workflows. One of the NOPP team members, based in the Olympic park, would then check the images, enhance the metadata and perform additional edits where necessary.

"The system worked seamlessly from day one, the opening ceremony. In reality we were ready before then and were already accepting images into the system from pre-events such as preliminary rounds of the football tournament," said Sharp.

Once images were approved, they were simultaneously made available to any of the 17 national titles, 1,100 local titles and numerous specialist titles that had signed up to the NOPP prior to the games. The system keeps an audit of image downloads providing a means to monitor image distribution to titles from the web based syndication front-end, also provided by OpenText.

Efficiency key to success: Camera to title

In addition to the extensive access to the 60 or so British photographers from the 17 national titles afforded by the IOC, they also made provisions to ensure movement around the main venues was made as easy as possible. This was imperative to ensure that images, once captured, could be viewed, edited, titled and uploaded to CHP in the shortest time possible.

Throughout the games some 8,000 images were added to the NOPP system, with an impressive average of just 12 minutes from camera to being made available for use by publications. By not placing restrictions on the photographers and allowing them to use their FTP tool of choice, the images were with the NOPP picture desk staff on site at the Olympic Park in the shortest possible time.

"Our team was fully up to speed and ready to use the system in a very short timeframe, testament to the ease of use of CHP and its intuitive UI. We had a team of six, working on a rotating basis, covering the picture desk from 6am to 11pm, or later, every day—the system never missed a heartbeat," said Sharp.

During the games, over 1,500 of the images appeared in national media in the UK and many more in local, regional and specialist titles. The images remained available beyond the games, through to early 2013, and many publications are still able to use the images they downloaded today, a lasting legacy to British sports photography.

"Having access like this was irrelevant if we couldn't compete with the big agencies such as Reuters, Getty and AFP," said Sharp. *"Despite advances in technology, the challenge remains the same: The quicker you get images in front of a newspaper picture editor, the more chance you have of being published. The simple, efficient workflows in CHP certainly helped us achieve that.*

"We achieved so much in such a short time-frame in meeting all the technical requirements and the conditions placed on us by the IOC. OpenText stepped up to the challenge magnificently, surpassing everyone'sexpectations."

About OpenText

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