REALITY
PREMEDIA SERVICES

PRINT&
DIGITAL
PRODUCTION SERVICES

at a glance

Content Archival

CLIENT

Client stands at the forefront of the entertainment industry, with businesses ranging from feature film, TV and home entertainment production and worldwide distribution to home video, digital distribution, animation, comic books, licensing and international cinemas and broadcasting. Client. Entertainment Inc. also took over DC Entertainment Inc in 2009 to fully realize the power and value of the DC Comics brand and characters across all media and platforms. DC Entertainment is the largest and most diverse English language publisher of comic books in the world. Today, DC Entertainment publishes more than 80 titles a month and close to 1000 issues a year.

THE CHALLENGE

Client has been designing comic books, story books, magazines etc. These documents have been designed and typeset with legacy formats like QuarkXpress 3.1, PageMaker, etc. In addition, at client side these books have been designed as separate pages or group of pages. As a result, it was difficult to collate the entire collection of thousands of books. This in turn was making it difficult for client and potential publishers to access such scattered files and hence was affecting related work flows as well as efficiency in promoting /licensing right to these books.

With the launch of Adobe InDesign in 2003, and Adobe integrating Creative Suite of applications in later years, there seemed to be a solution to this chaos. Client decided to convert their entire content to this new format. Also, they wanted to ensure that the new output is now saved as a single file easily accessible by anyone including the publisher / end user for preview. The challenge for client was to make sure that their thousands of books in the older format are converted to this newer format and are made available for quick access. All of these conversions had to be done without affecting the original content and maintaining the brand guidelines.

THE REALITY SERVICE

Reality has a dedicated team of 20 members who exclusively work for client This team analyses the files received from the client, collates all scattered files, converts them to InDesign, checks for errors, and uploads the new format as a single file on their FTP. The team ensures that all the fonts, images and linked files are present as part of the package delivered to client. In addition team creates a watermarked low resolution PDF file that is shared with potential buyers of the content. This has allowed client to focus on their core and has increased their customer service response dramatically by properly organizing their rich content. Reality also ensures disaster recovery planning with regular and secure data storage for these thousands of priceless creations.

PROJECT HIGHLIGHTS

Project Duration	4 Years*
Turn Around Time	4000 pages in a month
Output categories	Comic books, Sound books, Story books, Coloring books, Magazines
Work Output	150,000 pages till date, 5000 titles

Key Benefits to the publisher:

- Content archived in organized structure allowing quick access.
- Creative in preferred format allowing high quality output.
- Customer service response improved dramatically.
- Scalability of 20% per month achieved without affecting the turn around time and quality.
- Two Tier QA Checks for each document.

The Work Flow

Client Legacy Content Archive

Data Download by Reality

Content Analysis and Digital Assets Verification

QA LEVEL 1

InDesign Conversion

Book Building and Media Creation

QA LEVEL 1

Uploaded on clients FTP

Client Content Archival System