

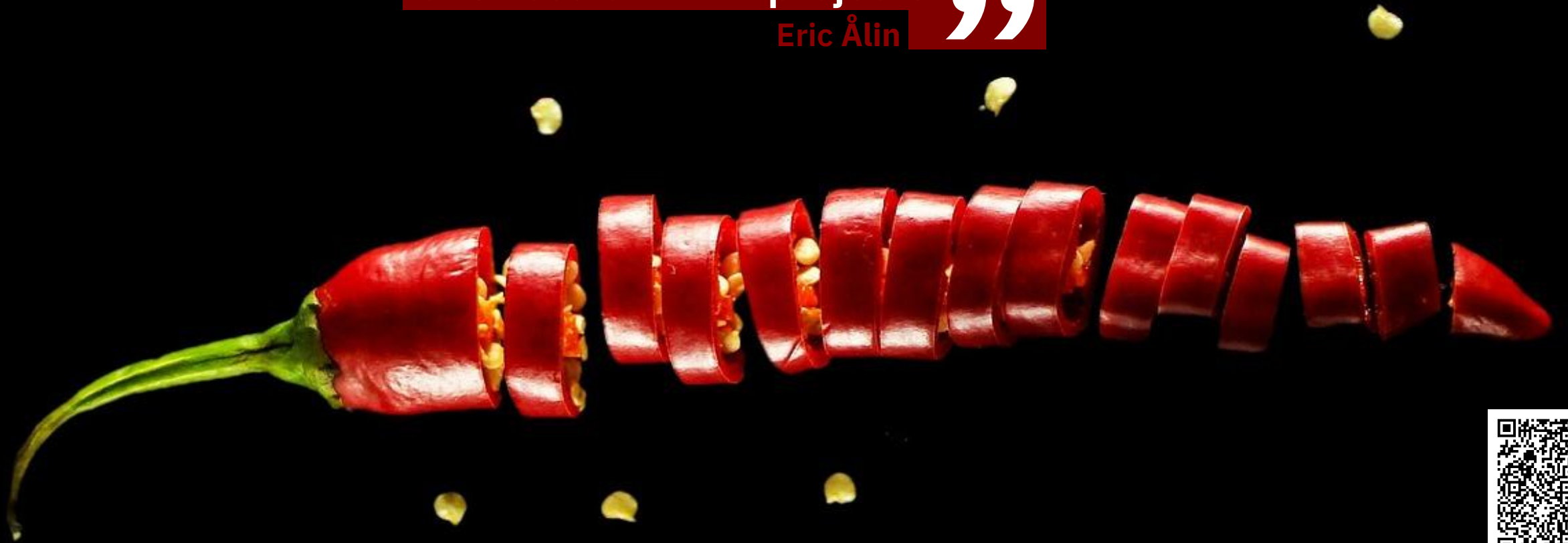
CAMUNDA CON 2025 AMSTERDAM

Streamlined impact:
Building and maintaining
media supply chains
with Camunda 8



“ Workflows used to be the secret sauce for getting things done but also the comfort animal for stressful MAM-projects. **”**

Eric Ålin



ZDF Studios Facts & Figures



200+

Employees

1

Parent: ZDF

30+

Subsidiaries

277

€ Mio Turnaround



Licence Acquisition
for ZDF and third parties



Programme Distribution
to customers worldwide

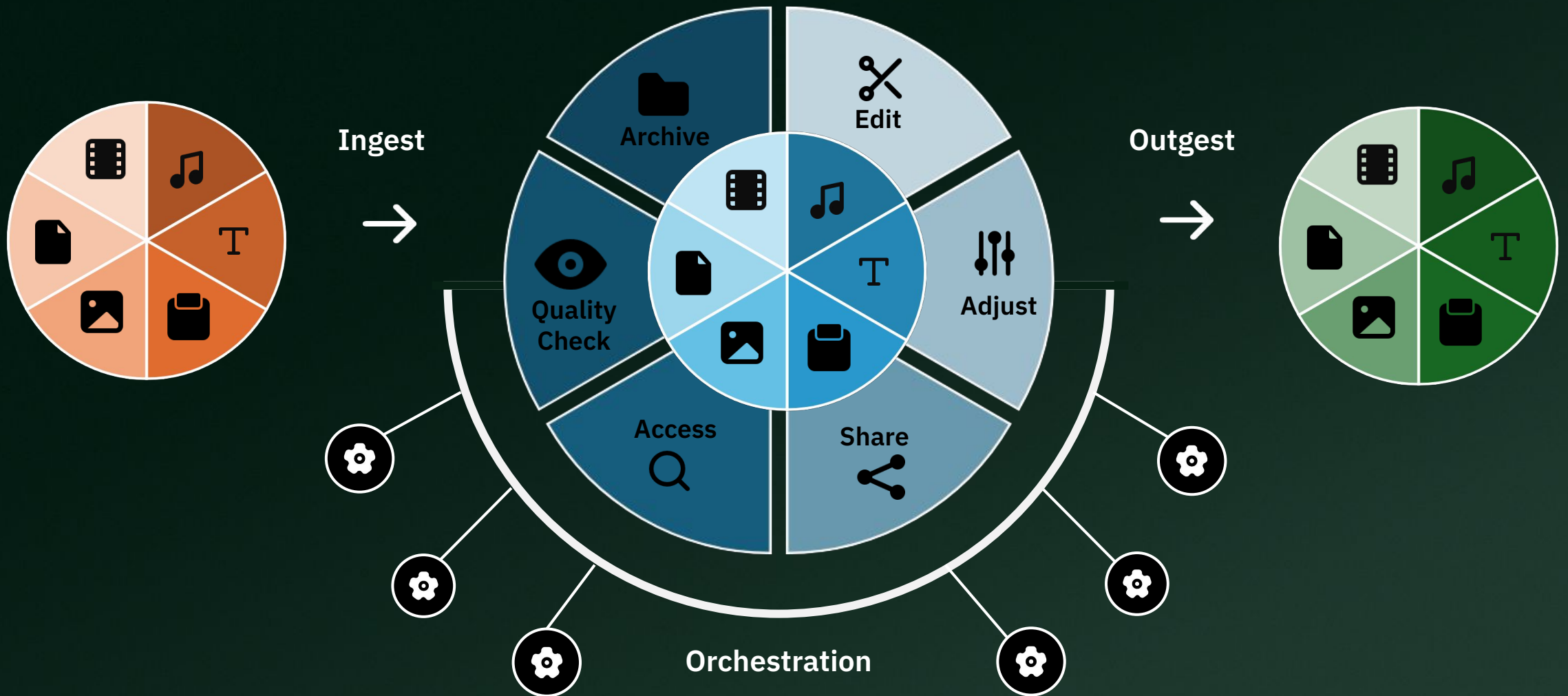


Co-productions
to create extraordinary content
together with strong partners

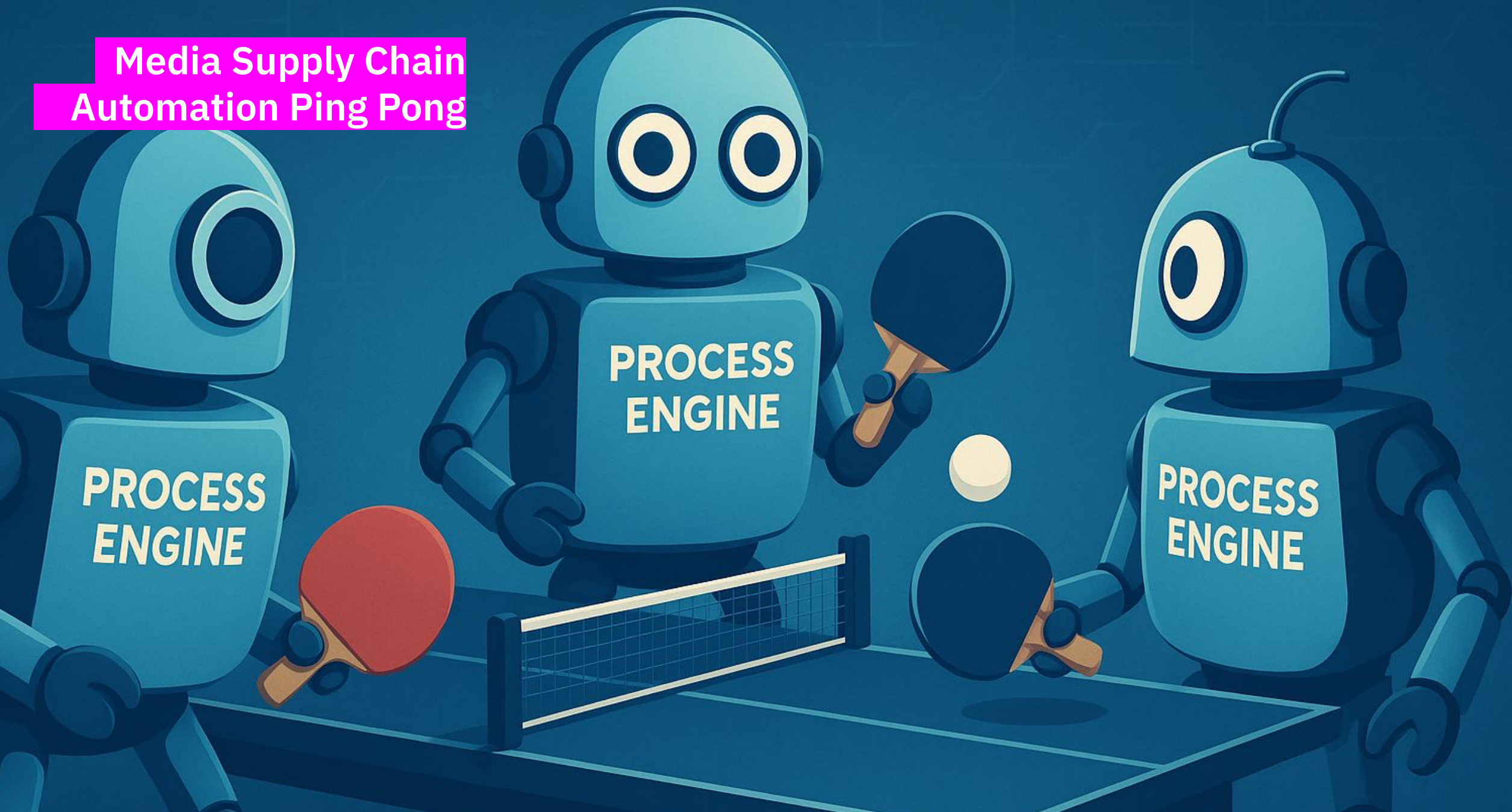


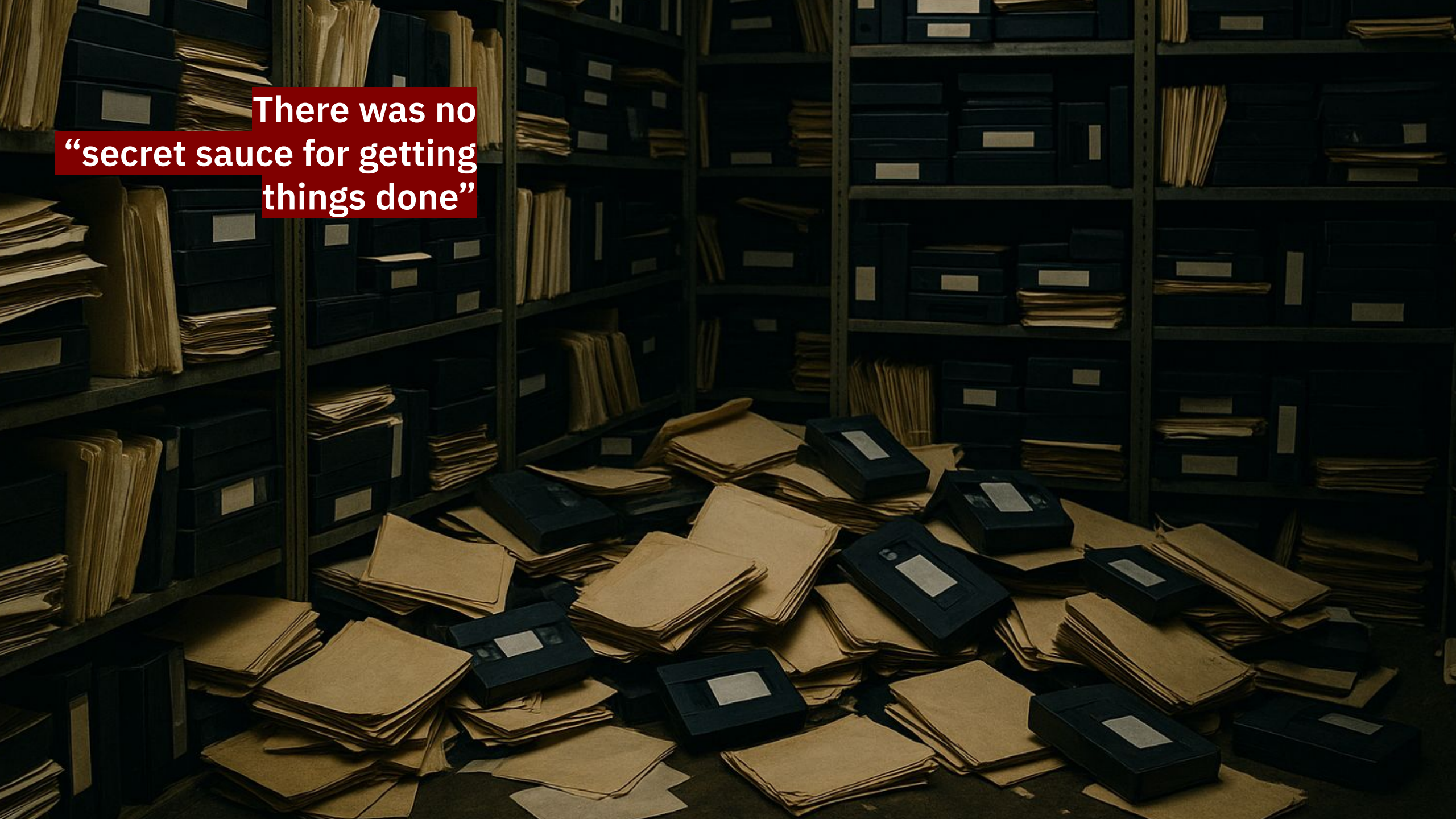
Content Management
from the development of TV
content to production,
marketing & monetizing

Media Supply Chain in a nutshell



**Media Supply Chain
Automation Ping Pong**



A dimly lit room filled with metal shelving units. The shelves are packed with numerous small, dark-colored boxes, many of which have white labels. Interspersed among the boxes are stacks of aged, yellowed papers. In the foreground, the floor is covered with a large, disorganized pile of these same papers and boxes, suggesting a state of neglect or a recent upheaval in the storage system. The overall atmosphere is one of a vast, unmanaged repository of information.

There was no
“secret sauce for getting
things done”

Reasons to start a digital transformation

That's why ZDF Studios decided to build a MSC.



Material invisible

Material is hosted externally.



Catalog decentralized

Each Department uses individual Excel files.



Delivery outsourced

Access to own material is blocked.



Scalability limit reached

Rising VoD demands consume resources exponentially.

ZDF Studios IT Infrastructure in early 2019



Yes, it's empty.

Our Core Architectural Principles

**SaaS & Cloud
First**



**We Own
Integrations**



Data is Ours



**Automate
Everything**



**Standardize &
Simplify**



The first Mission

Regain Ownership of a major Sales Content Package.



Ownership of the Files

Migrate all Files to own Archive.



Standardize Content Structure

Make migrated Content fit in Object & Metadata Structure.



Ownership of Metadata

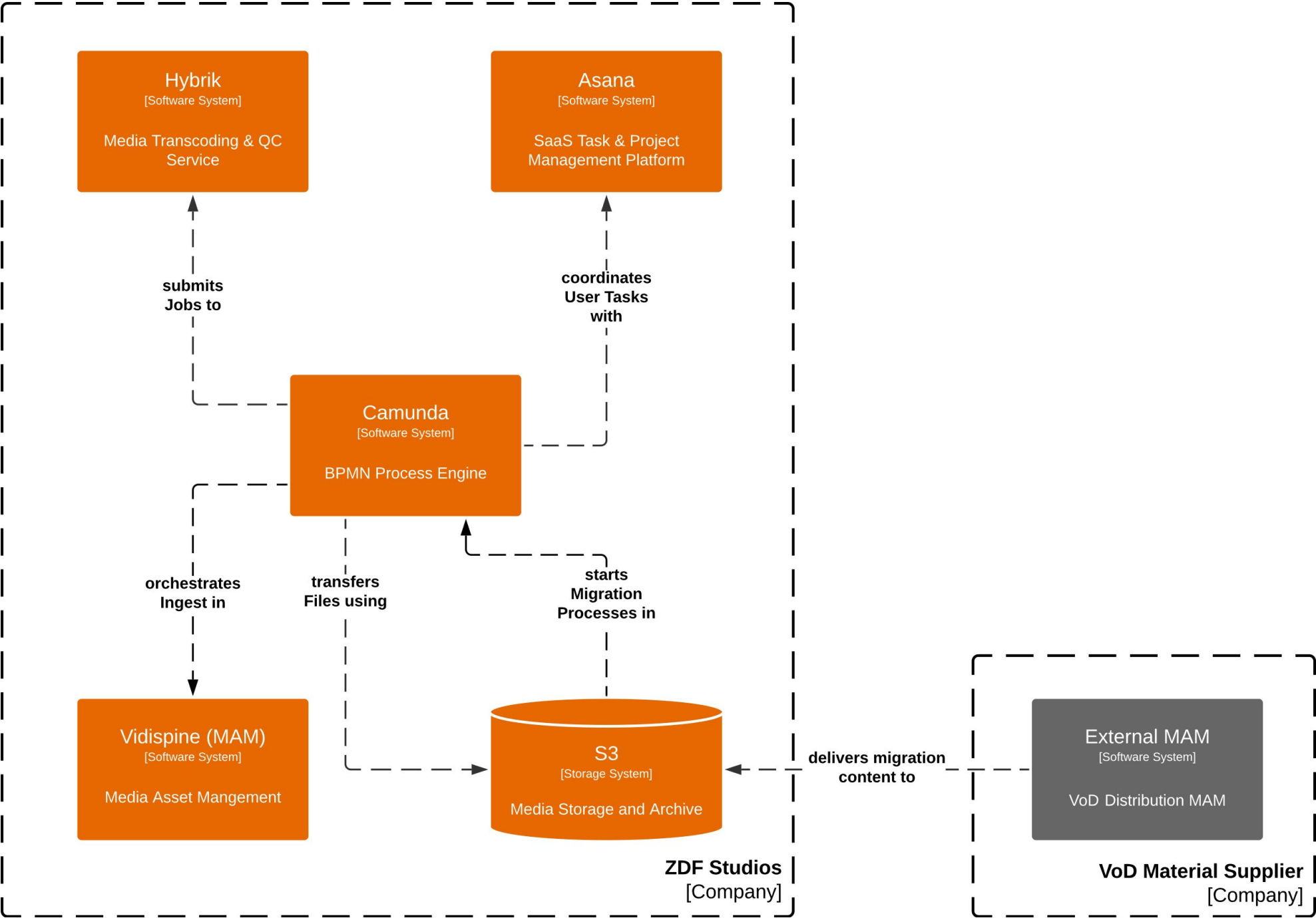
Migrate all Metadata to MAM.



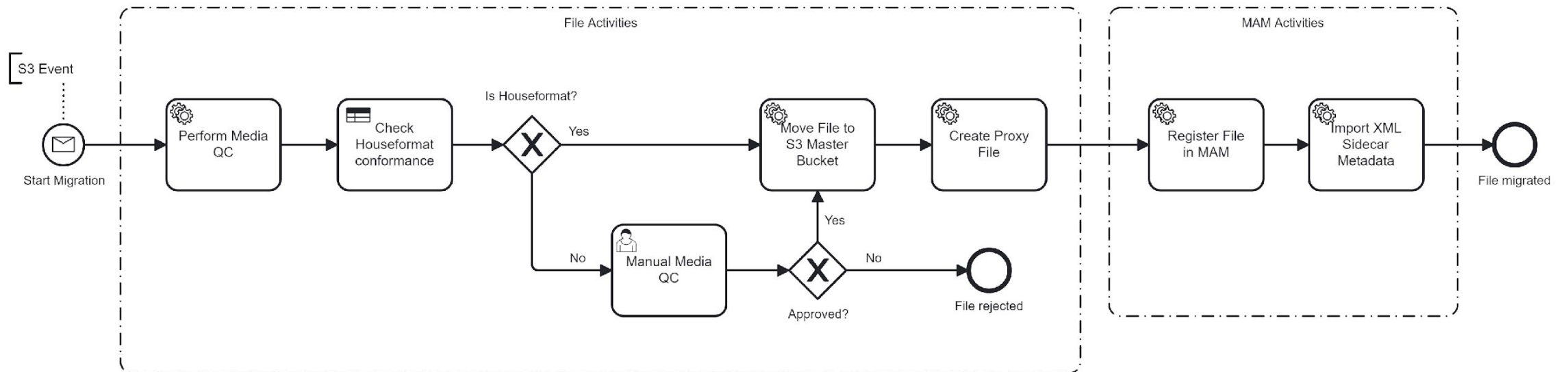
Centralized Data

Make the Content accessible to ZDF Studios staff.

From Material
Supplier to MAM



Archive Migration From Outsourcing to Ownership



Workers S3 Worker || Vidicore || Hybrik || Asana

Technologies Camunda 7 Selfhosted || (Golang) Workers || AWS

Some Numbers for the first Project

5000

Video Files

5000

XML Files

300

Terabyte

3243

Hours of streamable content

3

Months

10.000

Process & DMN Instances

Benefits for our Users

Benefits for Content Operators

- ✓ **Configuration by users**
DMN enables users to adapt houseformat settings.

- ✓ **Flexibility**
Transcoding Service replacement saved €70k.

Benefits for Metadata Mangers

- ✓ **Manual Intervention**
User Tasks made intervention flexible.

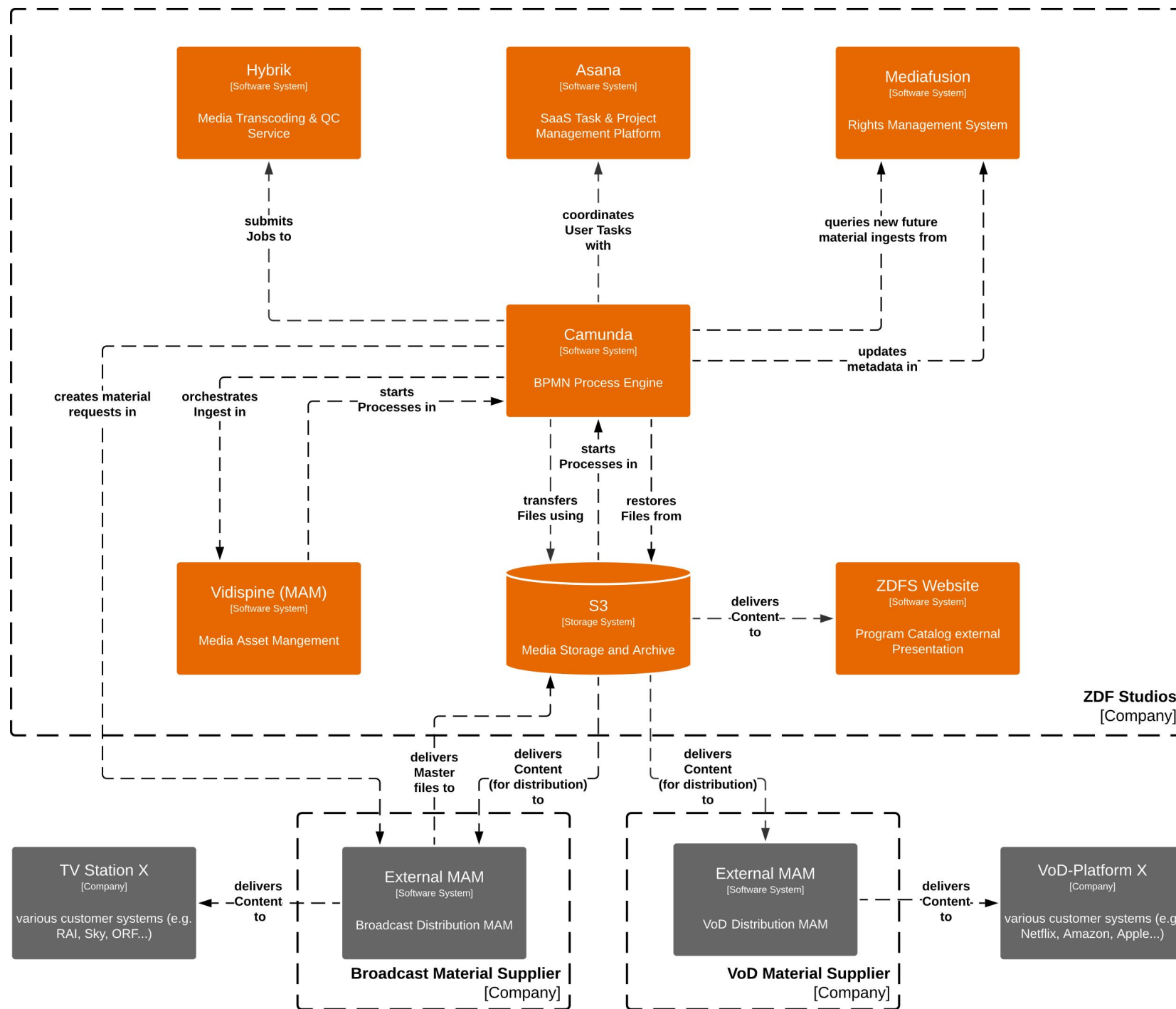
- ✓ **Process KPIs**
Insights gained on material handling for the first time.

The Tale of the orphaned material

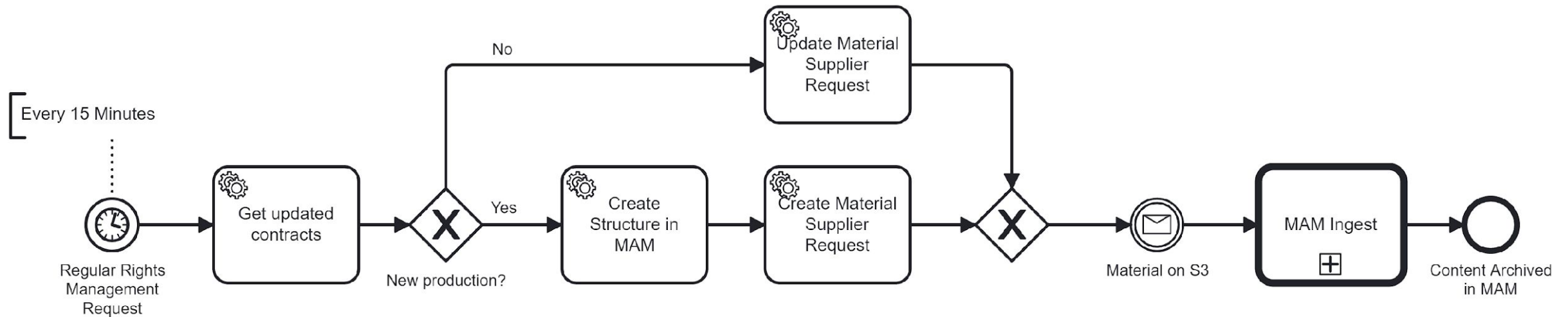


From Rights Managment to MAM

Control of the Material Processes



Material Request and Ingest Process



Workers AWS S3 || Vidicore || Hybrik || Asana || Mediafusion || External MAM || JavaScript
Technologies Camunda 8 SaaS || (Golang) Workers || AWS

Automation achievements quantified

Numbers of monthly material ingest for the first usecase

400

Video Files

2000

Image & Document Files

250

Hours of streamable Content

A short statistic of what we build with 2 persons in 2 years

10

Main Process Definitions

80

Sub Process Definitions

150.000

Process Instances/month

Two and a half years in the Project



More processes means more maintenance
but daily excellence makes a difference.



It's ok to have a small team
... but not recommended.



Don't underestimate change
We saw the trap, yet we jumped in.

Thank You



Patrik Friedl



Tom Oellerich



<https://www.zdf-studios.com>

