Adobe Advances Video Solutions – IBC 2015

Bill Roberts | Senior Director of Product Management | Adobe Creative Cloud Video
Campbell Foster | Director of Product Marketing | Adobe Primetime

Under embargo until September 8 @ 9:00 AM/12:00 PM ET

4K ULTRA HD

RASTER | CADENCE | COLOR | LIGHT

Brilliant Customers

Territory Studios
Hitman: Agent 47

MPC
ZDF Champions League

Vinnie Hobbs
Kendrick Lamar
"Alright"

Dado Valentic
Absolutely Anything

Kevin Pollak
Misery Loves Comedy

Adam Epstein
Staten Island Summer

Dan Dome
Late Night with Seth Meyers

Kylie Flavell
Hooked Up

ITV & Pukeko Pictures
Thunderbirds Are Go

Kyle Patrick Alvarez
The Stanford Prison Experiment

Revealing the Next Wave of Creative Cloud Innovation

The world's best creative apps
Experience even more Adobe magic, performance and touch workflows

- Expanded UltraHD support
- High Dynamic Range Imaging (HDR)
- Touch workflows (Microsoft Surface Pro, any Windows 8 tablet, and Apple trackpad devices)
- Improved 3D performance and workflow
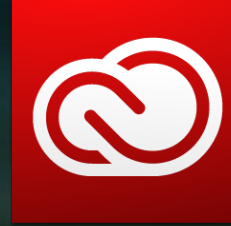
Creative assets everywhere you work
Adobe CreativeSync puts the assets you have, and want in your workflow instantly, so you can start your creative work in any app and easily pick it up in another

- Now drag creative assets straight from the Creative Cloud Libraries panel to composition panel inside After Effects CC and Premiere Pro CC

Growing, world-class marketplace
Choose from a growing library of fonts,   graphics, and 45 million curated images from Adobe Stock, right within Creative Cloud apps

- Quickly remove the watermark from Adobe Stock assets throughout your project when you purchase from directly within Premiere Pro CC and After Effects CC

Creative Cloud Video Updates – Coming Soon

"Be Ultra Creative"

Adobe Anywhere
- New collaboration only configuration

Premiere Pro CC & Premiere Clip Mobile
- UltraHD – Dolby Vision and OpenEXR workflows
- Support for latest input formats such as DNxHR
- Incredible Time Remapping
- Increased support for touch workflows
- Improved Libraries and Stock workflow
- Mobile to desktop workflows via Creative Cloud

Hue
- Create cinematic video looks with your iPhone
- Exchange automatically via Creative Cloud Libraries

After Effects CC
- Extensive multi-touch support
- UI optimized for small screen workflows – MSFT Surface Pro
- Deep HDR workflows including Arri Raw, Dolby Vision and DCI color spaces

Adobe Character Animator
- Preview 3 introduces new language support
- Multi-touch interactive capture
- Variable speed performance recording

Audition CC
- Music Remix – Any song any length automatically
- Improved Workspaces with HTML5 panels
- Loudness Processing

Media Encoder CC
- Support for UHD Deliverables – HEVC
- Advanced Delivery – Destination publish for Facebook and YouTube (+more)

Prelude CC
- Performance enhancements
- Improved Anywhere workflow

SpeedGrade CC
- Performance
- Support for the new Lumetri Color Workspace via Direct Link
- New Adobe Hue CC (Look capture app).

DEMO

Adobe Anywhere

- A Collaboration Platform integrated with your enterprise infrastructure and Adobe tools

- Simultaneous access to shared productions with version history, conflict resolution and activity feeds

- Remote access to your media streaming dynamically over standard networks
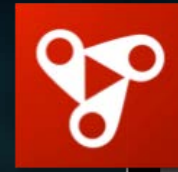
What's Coming Soon?

- Collaboration-only configuration provides flexibility for customers with workflows that do not require remote access to media

- Media management changes allow customers who deploy the collaboration-only configuration to easily add media to productions and update media locations

- An enhanced client update gives Anywhere customers access to new features in the latest Premiere Pro and Prelude client releases

Adobe Anywhere

Open

5 **Server vendors** with qualified hardware: Cisco, Dell, Hitachi, HP and SuperMicro.

13 **MAM vendors** with integrations: Aframe, Apace, axle Video, Cantemo, Dalet, Empress, EVS, Levels Beyond, Metus, Sienna, SquareBox/CatDV, Vizrt.

20 **Storage & File Systems vendors** with tested solutions: Apace, Archion EditStor, ATTO, Cisco, Dell, Dot Hill, Editshare, EMC Isilon, Facilis, Harmonic Media Grid, Hitachi Data Systems, HP, NetApp, Overland Storage, Panasas, Quantum StorNext, Scale Logic, Smalltree, Tiger Technology.

36 **System Integrators** authorized to install and deploy Anywhere

Connected

Adobe Primetime

Campbell Foster | Director of Product Marketing

Heading into 2016: Enabling Existing and Emerging Business Models

Powering the OTT universe across AVOD & SVOD businesses

Supporting traditional live and live-linear broadcast over IP

Helping broadcasters, state media, cable nets, MVPDs & digital pure-plays

Delivering amazing multiscreen viewing experiences

Streamlining access
Building for scale
Leading Open Web innovation

Creating new and better monetization opportunities

Powering multiscreen currency and measurement
Enabling audience selling
Addressable advertising on EVERY screen (OTT AVOD + TVE)

The News: Adobe Primetime is enabling the next generation of TV

Delivering amazing multiscreen viewing experiences
New & Noteworthy Innovation

- Embracing HTML5, the Open Web and Standardization: Platform-agnostic build philosophy, with next-generation TVSDK providing support for cross-platform HTML5 playback

- Best viewing experience possible: New "Instant On" feature in TVSDK improves start up time by 300%

- Easier access: New TVE features allow longer authentication sessions and mobile-friendly access

- Bringing HD-quality, audiophile sound to OTT: Support for Dolby AC-3 on nearly every screen enabled by Primetime

Creating new and better monetization opportunities
New & Noteworthy Innovation

- Industry-first capability: Dynamic Ad Insertion (DAI) into any connected device for multiscreen live, linear and VOD, with full engagement metrics; HTML5 ad insertion in Q4

- Industry-first capability: Data Management Platform (DMP) for OTT and TVE with new, advanced multiscreen features in Adobe Audience Manager

- Advancements in Analytics: Adobe Analytics support for OTT and TVE measurement, including rich engagement metrics; Standardized, MRC-accredited multiscreen measurement; Federated Analytics allows data sharing among content owners and distributors

Adobe Primetime Customers by TV Business Model

MVPDs

COMCAST — Subs, DAI, Local

DIRECTV — Subs, DAI

dish — Subs, OTT, DAI

ROGERS — Subs, DAI

Time Warner Cable — Subs, DAI

Shaw — Subs, DAI

Broadcasters & Cable Nets

HBO — Carriage/TVE, SVOD OTT

M6 — Linear, AVOD OTT

NBC Sports — Carriage/TVE, Linear

RTL GROUP — Carriage, Linear

SHOWTIME — Carriage/TVE, SVOD OTT

Turner — Carriage/TVE, Linear

Digital Pure Plays

CRACKLE — AVOD OTT

MLB.tv — Carriage, SVOD OTT

PARSIFAL RECORD LABEL & DISTRIBUTOR — SVOD OTT

shomi — SVOD OTT

W — Carriage, SVOD OTT

Pricing and Availability

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- Creative Cloud updates will be available by the end of 2015

- Creative Cloud is available to customers via a variety of Adobe subscription plans:
  - Creative Cloud complete plan (USD$49.99 per month)
  - Creative Cloud Student and Teacher Edition (USD 19.99* per month)
  - Creative Cloud for teams complete plan (USD $49.99** per user per month)
  - Adobe Stock is available to Creative Cloud individual and team customers at USD$9.99 for a single image; USD$29.99 per month for 10 images (with rollover of unused images); and $USD199.00 per month for 750 images

- Creative Cloud Video - For more information: www.adobe.com/go/video

- *Filmmakers and editors using Creative Cloud Video are available for press interviews (see appendix). Please contact your local PR team to schedule.*

- Adobe Primetime – For more information: www.adobe.com/primetime

Q+A

Adobe Creative Cloud customers – Talk to us!

- **Dado Valentic, Master Colourist, Mytherapy**: - Award-winning color grading expert who has worked on over 30 feature films and numerous commercials. Best known for his work on Absolutely Anything, A Hundred Streets, Total Recall, Mr. Nice, Sherlock Holmes, Dough and Blackwood.

- **David Arnaud, Freelance Producer and Filmmaker, Freeride World Tour -** Most recently worked with the Freeride World Tour, the top big mountain freeskiing and snowboarding tour in the world.

- **Geraint Williams, Group CEO, ADI** - Driving force behind establishing ADI as a leading innovator in venue technology and broadcast solutions. ADI has a rich history in stadium LED and broadcast services, working closely with English Premier League clubs. The company has evolved to meet the needs of the modern stadium, providing sports associations a solid platform to deliver immersive fan engagement.

- **Kylie Flavell, Filmmaker** - Seasoned Italophile, journalist, cook and filmmaker Kylie Flavell is the host, producer, creator, camera operator and editor of several food and travel shows including Amore Al Dente: Classic Italian Food Stories, When Patrick Met Kylie: A Love of Food Story, The Expat Diary and new series Hooked Up, which is reaching over 1.6 million views online per episode.

- **Nik Hill (aka Nikill), Senior Motion Designer, Territory Studios** - Part of the creative team behind a number of film UI projects, most notably Guardians of the Galaxy and Hitman: Agent 47, and responsible for a number of design and animation lead tasks.

- **Patrik Forsberg, Creative Director, Stiller Studios** - One of Sweden's most awarded commercial moving media creatives, venturing into CGI in order to overcome the limitations of physical filmmaking. Frustrated by motion control and motion base workflows not delivering to their potential, he started Stiller Studios in 2008.

- **Siân Fever, Editor** – A London-based short form offline editor for broadcast, marketing and corporate content, with proven strength in music programming and branded content. Her clients include: Universal, Xbox, Sony BMG, Microsoft, Red Bull, Ford Mondeo, MTV, The Disney Channel, AOL, Natwest, ITV, Channel 4, The Mercury Music Prize and The Olympics.

- **Simon Bryant, Freelance Editor** – Cut his first large scale multi camera concert for Kylie Minogue in 2008. Alongside his work in fashion, documentary and music promo he has cut concerts for artists such as Adele, The Rolling Stones, The Who, Coldplay, One Direction, Ed Sheeran, Mumford and Sons, The Prodigy, The Specials, Morrissey, David Guetta, Kasabian and Muse. His work has been nominated for two Grammies and numerous other awards in the UK.

- **Stefan Weiss, Freelance Editor** - A freelance editor and member of the German Editors Guild plus Adobe Certified Instructor, who teaches about both NLE systems, as well as codec theory and HD broadcasting technology. His focus is on managing digital workflows and file formats efficiently.

- **William (Will) MacNeil, Senior Motion Design Artist, MPC** - A senior motion graphics designer at creative studio MPC in London where he has led animation projects for Adidas, Cadbury, Glaxo Smith Kline and Very