The Cloud Localization Blueprint began with a successful pitch from Fabric at the IBC Accelerator Kickstarter event in London, UK, in Spring 2022. The initial pitch, around streamlining the localisation process with a unified data architecture quickly attracted the attention of technology partners and champions, allowing the team to rapidly scale up the project in terms of ambition and engagement.

The last two decades have seen the media & entertainment industry evolve at an exponential rate, with content continuing to take evermore direct, personalized journeys to consumers. A central tenet of effectively connecting with global audiences is content localization - a process that is commonly overlooked and taken for granted. Broadly speaking, content simply arrives on platforms, channels, and streaming services around the world, in local languages - as if by magic, with little consideration given to the immense effort and complex processes that are employed to prepare content for global multi-platform distribution.

Further, within this relatively short time frame, we have also witnessed the move to digital assets, and the migration of software and services to the cloud - both massive changes shifting and compounding the complexity of infrastructure requirements. To support this landscape, entertainment companies have had to rapidly & iteratively develop complex supply chains to handle all of the necessary, ever-evolving processes.

In parallel, as individual organization's supply chains have become more complex and spaghetti-like, development of the underlying market technology has become faster and more agile. As such, the overall trend has been to move away from home-grown monolithic do-it-all applications, towards more clearly defined vendor solutions, catering to a more segmented and delineated ecosystem.

The intent of this blueprint is to take the opportunity to put aside legacy technology restraints that can dictate many business decisions today, and define a cutting-edge media supply chain, in the context of content localization - using only the essential best-of-breed vendors & service providers in the industry today.

If you were in the enviable position of building a brand-new supply chain today, how should you go about it? What are the key considerations and best practice recommendations at each stage? What codes & standards should you use? How should it be integrated and monitored?

By bringing together a team of top industry experts, we'll provide a comprehensive look at the entire localisation workflow and aim to answer these questions and many more.

Through the deep collaboration of 12 leading businesses & organizations, and with the input of over 20 contributing authors, this blueprint covers topics including; rights management, title & metadata management, record & asset identification, asset management, computer-vision assisted compliance editing, event-driven integration architecture, language codes & standards and supply chain orchestration - in the context of creating; editorial translations, alternate language audio tracks and subtitle files for international presentation.

The aim of this blueprint is to offer the reader an understanding and guide as to how talented individuals and the best technological tools can combine to create a vastly improved cloud-based localisation supply chain.

Applying the Cloud Localization Blueprint

The Cloud Localization Blueprint has moved beyond a simple 'POC' and has become a fully realized industry standard. The architecture has been prepared and integrations created that include all our technology partners, which could enable a rapid rollout to all participating systems:

- **Fabric** - Title, image & metadata management. Localisation ordering.
- **AWS** - Architecture interfaces & integrations, computer vision metadata extraction.
- **Rightsline** - Deal, rights, key dates & critical terms capture.
- **EIDR** - Canonical industry standard title & asset identifiers.
- **Vidispine** - Asset management, processing & manipulation.
- **SDVI** - Supply chain orchestration & process automation.
- **Codemill** - Content validation and compliance.
- **Iyuno-SDI** - Content localization studio.
- **Language Metadata Table** - Language standards body

Find out more at: www.cloudlocalizationblueprint.com