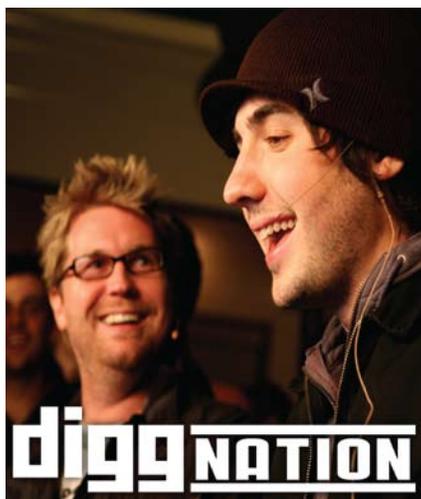




## Leading the Internet TV revolution

Revision3 develops and delivers pioneering Internet content using Adobe® Creative Suite® 3 Production Premium and Adobe Media Player software



Internet television was once only a dream, but it is now a reality driven by advances in technology and pioneers like media company Revision3.com. Revision3 designs and delivers programming for passionate, committed fans who want to watch shows whenever and wherever they want, and on whatever device they choose, including everything from a 70-inch high-definition (HD) television to an iPod or cell phone. For CEO Jim Louderback and crew, Adobe Creative Suite 3 Production Premium and Adobe Media Player play a starring role in the Internet TV line-up.

Revision3 brings television-quality programming to the Internet with Adobe Creative Suite 3 Production Premium and Adobe Media Player software.

**SYSTEM**

# MARTIN SARGENT

## WEB DRIFTER



*“Adobe Photoshop CS3 Extended, After Effects CS3, and Soundbooth CS3 help us work efficiently and achieve the level of polish our viewers have come to expect.”*

**Jeff Rizzo, Chief Technology Officer, Revision3**

“Our tight show development schedules require that we ensure that our content is produced, polished, transcoded, and delivered on time to all of our distribution sites,” says CTO Jeff Rizzo. “Adobe solutions are an important piece of Revision3’s efforts for high-quality Internet TV content creation and efficient distribution.”

### **Appealing to loyal fans**

Revision3 is a TV network for the web that creates and produces original, broadcast-quality shows. Known for its edgy, informative, and unexpected content, Revision3 covers technology, comedy, modern culture, music, and more. Its hosts come from the same passionate communities as Revision3’s audiences. This approach has led to impressive success: shows like *Dignation* garner more

than 1,000,000 views each month—and up-and-coming shows like *Tekzilla*, *System*, and *The Totally Rad Show* are not far behind.

The company’s programming can be found on Revision3.com as well as a wide range of platforms, including Adobe Media Player, iTunes, Bittorrent, DivX, YouTube, and PyroTV. Revision3 works with almost any distribution platform and uses virtually every video encoding format available. Revision3 aims to have its content accessible to the greatest possible audience, on as many devices and networks as possible.

### **Making a great thing better**

To keep audiences engaged, Revision3 puts a premium on quality. Artists at Revision3 use a full complement of Adobe tools to create compelling content that helps ensure that loyal viewers tune in time and again. The production team starts with raw video footage, including interviews with hosts and other content, and transforms it into professional, engaging content. Adobe Photoshop® CS3 Extended and Adobe After Effects® software are used to create titles and other graphics that add production value to every show and capture viewers’ interest. To edit sound or add compelling audio effects to video content, Revision3 wields Adobe Soundbooth™ CS3 software.



Revision3 uses Adobe Photoshop CS3 Extended and Adobe After Effects software to create eye-catching titles and graphics.

At the same time Revision3 is maintaining exceptional quality, the company must work under tight production schedules. Show editing is typically completed six to eight hours in advance of broadcast, which provides just enough time to transcode the content into various supported formats and upload it to distribution sites. Adobe software enables Rizzo and his team to deliver exceptional quality while minimizing production time.

“We strive to balance end-user viewing and listening quality with the size of the files we deliver,” Rizzo says. “Our viewers typically opt for better quality, even if it means slightly longer download times. Adobe Photoshop CS3 Extended, After Effects CS3, and Soundbooth CS3 help us work efficiently and achieve the level of polish our viewers have come to expect.”

#### **Ensuring reliable access to content**

For content delivery and consumption, Revision3 increasingly relies on Adobe Flash® CS3 Professional and Adobe Flash Player software. The company lets its viewers choose how they would like to watch content, but for those who want to view web-based shows using an Internet browser, Revision3 delivers video compatible with the Flash Player.

Adobe Flash Player is installed on more than 99% of Internet-connected PCs and mobile devices worldwide, ensuring that a large percentage of viewers can watch Revision3 shows. The Flash Player also supports use of smaller file sizes and a multitude of platforms, making it accessible to wider audiences.

#### **Tuning in to a new channel**

In addition to providing content online, Revision3 is adopting Adobe Media Player to reach more viewers and brand its content. A major advantage of using Adobe Media Player is that audiences can view content both online and offline—a capability that Revision3 viewers demand. When viewers subscribe to Revision3 content, it is automatically updated in Adobe Media Player to streamline the viewing experience. Already, Rizzo and his team have prepared Revision3 content so that it is ready for delivery using Adobe Media Player—a process that Rizzo says requires little time and effort. “We adapted our RSS feeds to make them compatible with Adobe Media Player,” explains Rizzo. “I did the work myself, and it was simple. Less than one work day and we were ready to go.”

#### **Company**

##### **Revision3**

San Francisco, California

[www.revision3.com](http://www.revision3.com)

#### **Challenge**

- Brand content
- Reach new viewers
- Enable viewers to watch content online and offline
- Meet tight production deadlines
- Maximize creativity for demanding, passionate audiences
- Transform raw content into professional shows
- Balance quality with acceptable download times
- Deliver content to a broad range of platforms and devices

#### **Solution**

- Develop Internet TV programming using Adobe Creative Suite 3 Production Premium software
- Deliver to multiple channels and devices using Adobe Flash and Adobe Media Player software

#### **Benefits**

- Enabled reliable delivery to multiple platforms and devices
- Expanded audience reach
- Created compelling, eye-catching content
- Opened new branding opportunities
- Allowed viewers to watch online and offline

#### **Toolkit**

- Adobe Creative Suite 3 Production Premium. Components used include:
  - Adobe After Effects CS3
  - Adobe Flash CS3 Professional
  - Adobe Photoshop CS3 Extended
  - Adobe Soundbooth CS3
  - Adobe Flash Player
  - Adobe Media Player
- Apple computers running Mac OS X
- PCs running Microsoft® Windows® XP Professional

Revision3 hosts come from the same passionate communities as its audiences. This approach, combined with polished content edited using Adobe software, has been a tremendous success.



*“Adobe software enables us to develop quality programming that reflects our viewers’ level of passion and enthusiasm—all while ensuring reliable delivery. And without that, Internet television would be impossible.”*

**Jeff Rizzo, Chief Technology Officer, Revision3**

According to Rizzo, Adobe Media Player provides powerful new branding opportunities for Revision3, not only because it associates Revision3 with the Adobe brand, but also because Revision3 can brand the content it delivers via Adobe Media Player. “Adobe Media Player is a perfect vehicle for us to brand our content and garner more subscribers. It allows our audiences to sample shows

directly on our site,” says Rizzo. “Adobe Media Player provides another excellent avenue for people to watch our content and with the power of Adobe behind it, we’re confident Adobe Media Player will bring us a significant number of additional viewers.”

#### **A bright future ahead**

With Internet television growing in popularity, Revision3 is well positioned to continue on its path as an industry pioneer and leader. Behind the scenes, the company’s use of Adobe solutions for content creation and delivery offers an ongoing competitive advantage. “Whether they are into independent music, technology, or comic books, we cater to passionate communities of people,” concludes Rizzo. “Adobe software enables us to develop quality programming that reflects our viewers’ level of passion and enthusiasm—all while ensuring reliable delivery. And without that, Internet television would be impossible.”



**Adobe**

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