

Master File
ProRes 422 HQ
1080p 23.98

MOVIOLA



Open in Adobe Media Encoder



Use 1080p YouTube Preset



YouTube



Upload to YouTube



Create YouTube Thumbnail



Add Metadata



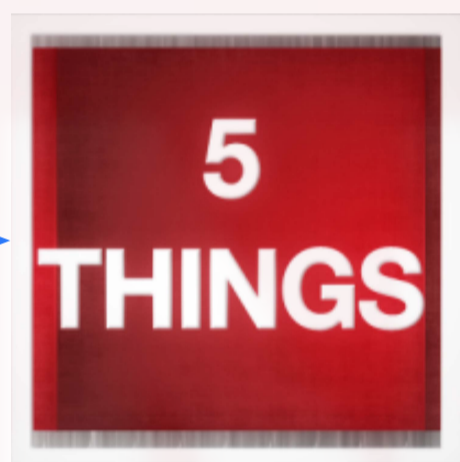
Upload script to YouTube



YouTube times script into captions



Download SRT captions file



Use script for blog post, add metadata



Link to YouTube video



Generate artwork for blog post

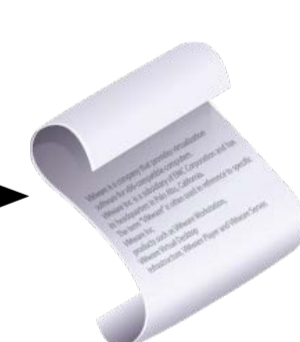
Roku



Sorenson Squeeze generates HLS streams and .m3u8



Generate artwork for SD and HD channels



Prep SRT caption file



Add metadata to XMLs



BIF Video File Creator generates RWD/FWD thumbnails



Upload to Amazon S3

iTunes



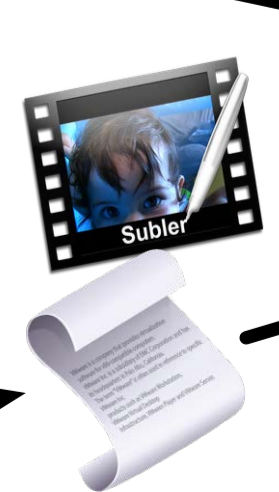
Open in Compressor 4



Stereo, 44.1kHz
128kbps



720p 23.98



Use Subler to insert SRT captions and other metadata



Add podcast metadata to blog post



Blubrry uploads media and alters XMLs for media and metadata