

## Case study

# RSA Films

## Efficiently Managing and Digitizing Thousands of Assets for a High-Profile Docuseries

RSA Films is a global commercial production company that creates award-winning campaigns for brands and agencies worldwide, as well as premium Unscripted series and features. Founded in 1967 by brothers Ridley and Tony Scott, it's known for its creative excellence and production expertise. RSA Films was commissioned by Netflix to produce the "Robbie Williams" docuseries, making it to screens in November 2023. Robbie Williams is a record-winner of 18 Brit Awards and four times Best British Male Artist, as well as an Icon Award for his impact on British culture. Robbie Williams' record sales stand at over 77 million worldwide, making him one of the best-selling artists of all time.

In order to produce the series, film producers and archivists relied on Iron Mountain Media and Archival Services as the custodians of thousands of Robbie Williams' assets which consist of multiple, legacy media formats, stretching backward several decades. Unfortunately, there was limited metadata, making it extremely difficult for RSA Films to confidently identify specific historical content to digitize and include in the series. This, coupled with a tight deadline and budget, created concerns that traditional methods of researching content would take too long and would result in the digitization of content that was not needed, wasting both budget and precious time on uninteresting or irrelevant content.

The Media and Archival Services team provided studio, operational, and logistics support to the production. They offered a dedicated research space over a number of months, in which RSA Films' researchers, with the support of our studio staff and technology, could preview the content held on assets. The Media and Archival Services studio team then worked closely with their chosen post-production partner to ensure media was digitized and encoded to the required specifications.

"Iron Mountain Media and Archival Services offered an excellent end-to-end solution in order for us to access, view, and digitize nearly 4000 assets of previously unseen Robbie Williams footage. The range of these assets were vast, from hard drives to 30mm film, and all assets were pristinely archived and stored, meaning that even decades-old hard drives still worked! They were always on-hand to help us meet our incredibly tight deadlines and offered excellent customer service. They have a great team of experts who clearly love what they do. This was a huge job, and without them, the series could not have had the depth of incredible footage that it did. I look forward to working with them again."

- Tess McNally-Watson  
Archive Producer



## Industry

- Media production

## Challenge

RSA Films needed assistance managing and cataloging nearly 4,000 assets to support the "Robbie Williams" docuseries within a short time frame. The team needed to quickly ascertain what was on each of the legacy assets and digitize the chosen content that would be included in the docuseries.

## Solution

- Set up dedicated space inside the Iron Mountain Media and Archival Services studio to reduce project time and costs.
- Digitize and enhance metadata, discoverability and management.
- Enable remote access to the archive by adding content to Smart Vault.

## Value

- Maximised the impact of RSA Films digitisation budget
- Enabled efficient review and strategic selection of footage
- Ensured timely delivery of urgent content needs



For example, the studio would encode to ProRes 422HQ which was delivered via HDD to Molinaire. The studio team also transcoded with BITC to ProRes proxy for the offline edit and delivered daily via Media Shuttle.

There were times when the footage was urgently required - for instance in support of an interview the producers conducted with Robbie Williams that week or even that day - and the Media and Archival Services team ensured we met those deadlines, even with just a few hours' notice.

Once the content was cataloged, the Media and Archival Services team ingested content into its media management portal, called Smart Vault. This platform enables the user to navigate, access, and utilize digitized content whenever needed.

Iron Mountain enabled RSA Films to maximize the impact of their digitization budget, allowing them to review vast amounts of footage across nearly 4,000 assets before strategically choosing what to digitize and transfer content. The Media and Archival Services studio staff helped bridge the gap between a vast and challenging media archive and modern post-production requirements, which ultimately resulted in a highly successful docuseries.



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## [ironmountain.com/media-archives](https://www.ironmountain.com/media-archives)

### **About Iron Mountain Media & Archival Services**

Iron Mountain Media and Archival Services, founded in 1988 is the media and entertainment division of Iron Mountain Incorporated® and the go-to physical and digital media archiving service for the media and entertainment industries. They partner with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, they offer industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.ironmountain.com/industries/entertainment> for more information.

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