



YOUSENDIT CASE STUDY



Media Production

With entertainment and information media expanding rapidly, YouSendIt enables production companies to deliver more media content at an ever faster pace. Many production companies have found that by working as a virtual team, they can assemble the best talent from across the globe to meet the demands of new media. YouSendIt makes such collaboration possible.

Joel Jordan is creative director and president of Brooklyn-based Earth Program Ltd., a company serving as the outside art department for numerous record labels. Because niche labels don't have the means to create high-end packages, print ads, music videos, and the like, Earth Program fills in the gap by providing these elements for such small labels.

- Record labels hire Jordan to solicit treatments from various directors for certain artists and projects; to serve as a liaison between the record label, the artist and the production company.
- When production of the videos or albums has been completed, Jordan sends them on for airing by MTV and various other outlets.
- Jordan relies on YouSendIt for delivering the massive files generated by rough drafts, pre-edits, revisions and final cuts, which reach his clients in a matter of minutes.

Situation

Sending music and video files wasn't always this easy for Earth Program Ltd.

- To deliver artwork to print shops, the company previously had to drive the discs there.
- Approval of preliminary cuts required shipment of discs by overnight courier.
 - o "In our business, going to FedEx or driving to a supplier adds up to wasted billable time."
- There were times when Earth Program would send a disc halfway around the world to clients in Japan and, when it finally arrived, it didn't work.



Domain. By the earthprogram, Ltd.

- o "The discs would get banged up in the mail or the protocol would be wrong or it would be formatted incorrectly—or the client was using an ancient computer. Then we'd have to reshipe everything."
- Later, the company tried sending clients a link to its FTP site for them to download approval copies of work.
 - o "That consumed tremendous amounts of space on our server and our service provider hated us for taking up so much bandwidth."
- Earth Program was unable to fulfill its business potential as a production company because delivery methods consumed potentially productive time and budget that could have been devoted to creative work and to expanding the business

Solution

Two years ago, Jordan discovered YouSendIt and found it to be the most user-friendly and reliable file delivery service available on the Web.



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- YouSendIt allows Earth Program to send files up to 2GB - larger than most CDs - and doesn't tie up its bandwidth.
 - "Not everyone can use an FTP site—it freaks them out. So I tell them just to stick the file in our YouSendIt Drop-box."
- If a problem occurs with a file on the other side of the world, Jordan can now troubleshoot it in real time and immediately send a revised file, if necessary.
 - "No one bats an eyelid. We can compress a 5-gig file to 2 gigs, forward it to our mastering engineer in Syracuse through YouSendIt and put the entire album on YSI's server."
 - "If more than one person needs to hear it, they can collect it from the same spot on the server. For example, a band in South Carolina recently sent us 20 songs, and they're sitting on YouSendIt's server now, instead of mine."

Business Impact

Earth Program can handle more jobs because each project takes less time.

- The company has eliminated the amount of time it was wasting sending and waiting on files.
- Earth Program can take on two to three more projects a week by using YouSendIt for delivering artwork, video and music.
- Cash flow has improved because jobs are completed more rapidly and the company gets paid sooner, as a result.
- Jordan and his associates in Philadelphia and Atlantic City are using YouSendIt Corporate Suite, a multi-user version of the service that allows a single file to be available to everyone involved in the project. They all can access the same files at the same time.



Ruler @ the womb, tokyo japan. By the earthprogram, ltd.

- Earth Program is operating in "greener" fashion.
 - "I hate wasting gas and sending people on trips. We try to run an environmentally sound company. It's a waste of money, gas, and resources to send paper and metal flying all around the world for something that's intangible anyway. With YouSendIt, stuff can fly back and forth electronically."
- With YouSendIt as a member of the band, Earth Program is operating at a new, faster and more efficient beat, orchestrating all its resources efficiently.

"YouSendIt has made our lives a lot easier. We used to be so stressed out worrying if our courier shipment would make the deadline. Now we're no longer stressed. YouSendIt has simplified our lives in so many ways."

*Joel Jordan, Creative Director & President
Earth Program Ltd.*