



**CASE STUDY | NISSAN MANUFACTURING VIDEO BROADCAST SYSTEM**

*A greater urgency for internal video communications meant that Nissan needed to increase the number of videos its Communications team produced, while also decreasing production turn. So new technology – and documentable evidence to prove its value – was necessary. Once secured, a 150% increase in per year, high quality videos was the result.*



**PROBLEM** In 2002, Nissan's U.S. Manufacturing subsidiary was using an antiquated video photography/editing/broadcast system to produce video messages that regularly communicated with the company's 13,000-employee workforce in three plant locations. On average, Corporate Communications was able to produce 85 videos a year. An upgrade was needed to increase productivity, decrease development time and greatly improve video quality.

**ACTION** Frank lead a team that first researched the market to identify the right technology needed. AVID brand equipment was the standard used in TV newsrooms across the nation, but it was too costly to purchase initially. So, a less expensive alternative digital system was purchased for the Smyrna, Tenn. and Canton, Miss. plants. This would begin to prove the viability of the new technology and, hopefully, lead to a transition to AVID editors as budgets would allow. Over the next year, the number of videos produced annually by the Communications team increased. However, the video production turn and quality still were not where they needed to be. Through the use of a critical key performance indicator (KPI), the team demonstrated that the system's operational availability and reliability could be improved upon. When Management requested a further increase in the number of videos produced for various communications needs, the time was right for Frank's team to move to AVID.

**RESULT** Three years after the upgrade began, Nissan Manufacturing moved closer to the all-tapeless camera-and-editor best practice. The number of videos increased more than 150% to over 200+ videos a year, in part because the product turn had been significantly decreased with the computer-based system upgrade. Meanwhile, video quality improved to where Corporate Communications helped produce videos for use throughout the global company.