

Hoichoi Post Production Bible

Overview

This document outlines the standard operating procedures, workflows, and responsibilities of the Hoichoi post-production team. It serves as a guideline to ensure consistency, efficiency, and quality across all projects.

Objectives

- **Ensure seamless execution of post-production workflows**

Seamless execution of post-production workflows is essential for meeting delivery deadlines, maintaining quality standards, and fostering efficient teamwork. This requires structured planning, proactive coordination, and strict adherence to processes at each stage of post-production.

The process starts with clear alignment among the production, content, and post-production teams to establish creative goals, technical requirements, and delivery timelines. A well-defined workflow ensures that all stakeholders understand their roles, responsibilities, and deadlines from the beginning.

- **Strong planning and workflow design**

Strong planning and workflow design is the foundation of an efficient post-production pipeline. It ensures a structured, predictable, and time-bound execution of all stages, from content ingestion to final delivery. The process starts with a detailed project kickoff involving the production, content, and post-production teams. At this stage, we clearly define key elements, including timelines, deliverables, technical specifications, and creative expectations. This alignment helps avoid ambiguity and guarantees that all stakeholders work toward a common goal.

- **Continuous stakeholder communication**

Stakeholder communication is crucial for maintaining alignment, transparency, and smooth progression throughout all stages of post-production. With the involvement of multiple teams—such as production, content, post-production, vendors, and platform partners—clear and consistent communication prevents delays, miscommunications, and rework. At the beginning of the project, communication channels and protocols should be clearly established. This process involves identifying key points of contact via email. Setting up this structure ensures that information flows efficiently and reaches the appropriate stakeholders at the right time.

- **Efficient data and storage management**

Efficient data and storage management are crucial for ensuring smooth post-production workflows, data security, and timely access to assets. A well-structured data strategy is vital in a content-driven environment, where we handle multiple projects, versions, and formats simultaneously.

The process begins with proper data ingestion. All raw footage received from production must be verified for completeness and integrity using checksum validation or similar methods. Once verified, the data should be organised into standardised folder structures with clear naming conventions to ensure quick identification and access.

- **Rigorous QC processes**

Rigorous QC processes are crucial to ensure that all content delivered meets the highest technical and creative standards. QC serves as the final safeguard in the post-production pipeline, identifying and resolving issues before content reaches the platform. QC should be incorporated at multiple stages of the workflow rather than being treated solely as a final step. Early-stage QC during DI and audio mixing helps detect issues sooner, reducing the risk of major corrections later and preventing delivery delays.

- **Timely issue resolution and escalation**

Timely issue resolution and escalation are crucial for maintaining post-production schedules and ensuring continuous workflow. In a fast-paced environment with many dependencies—such as editing, DI, audio, dubbing, and delivery—even small issues can cause significant delays if not addressed promptly. The first step is early detection of problems. Teams must proactively monitor each stage of the workflow to identify potential risks, including technical errors, data access problems, vendor delays, or quality issues. Detecting issues early enables faster resolutions and reduces downstream impacts.

Key Responsibilities

1. Technical & Creative Alignment

Technical and creative alignment is the most important first step in the post-production process. It ensures that all stakeholders have a shared understanding of the project's vision, technical needs, and delivery expectations before starting work.

This begins with a structured kickoff meeting involving the production team, content team, and post-production stakeholders. During this meeting, the creative intent of the project is clearly defined—covering visual tone, narrative style, pacing, and the overall look and feel of the content.

At the same time, technical requirements are established to ensure compatibility with Hoichoi standards. This includes defining specifications such as resolution, aspect ratio,

frame rate, colour space, audio formats, and delivery formats. Agreeing on these parameters early helps avoid rework and technical problems later.

- Conduct initial meetings with producers and the internal content team
- Understand creative vision, technical specifications, and delivery timelines
- Define post-production workflow and milestones
- Scheduling the delivery

2. Production coordination with the producer POC for the following to initiate the primary work:

Effective coordination with the Producer Point of Contact is crucial for initiating and streamlining post-production activities. This stage ensures that all necessary materials, information, and approvals are in place before the actual post-production workflow begins. The post-production team must establish early communication with the Producer POC to align on project readiness, timelines, and deliverables. This coordination acts as a bridge between production and post-production, ensuring a smooth transition of assets and information.

- Raw footage collection for final colour grade
- Transcoded/converted files for promotional purposes
- Edls and XML
- Ensure proper file structure and data integrity

3. Internal coordination with the promotional team provides the following:

Internal coordination with the promotional team ensures that all marketing and publicity requirements are met alongside post-production, without affecting the main (master content) delivery timelines.

- Pre-final or final Project files of reference materials
- Required assets for marketing and promos
- Coordinate with the VFX team, both internal and external
- Colour grading both internal and external
- Coordinate with BGM and the mixing team for the final output
- Finalised the post-production cost of the hero content of the respective project with the close coordination of the promotional team
- The theatrical promo release, including censorship

4. The DI (Digital Intermediate) of the master content coordinates with production for:

The DI process is essential in post-production, determining the final visual look of the content. The production team needs to work closely together to ensure both creative vision and technical precision are maintained during grading.

- Final lock edit as a DI reference
- EDLs and XML
- Initiate the colour-grading process, including the look set, and, upon approval from the content team
- Confirming the final VFX reference
- Consolidate the raw rushes based on the final edit reference
- Conforming to the final edit reference
- Render the OpenEXR for the internal or external VFX team

5. Quality Control (QC) Perform of:

Quality control is a vital step in the post-production process to ensure the final master content meets both creative and technical standards before delivery. QC must be comprehensive, systematic, and aligned with Hochoi standards to prevent rejections and last-minute corrections.

- Video (visual artefacts, colour consistency, framing issues)
- Audio (sync, levels, noise, clarity)
- Ensure content meets platform specifications
- Validate exposure, contrast, and white balance
- Verify framing, aspect ratio, and safe areas
- Check for dropped frames or motion issues
- Validate graphics, titles, and subtitles placement

6. Reporting & Feedback: Share detailed reports with the production team, including the audio and video correction report.

Reporting and feedback are crucial parts of the post-production process, ensuring clear communication of issues and prompt resolution before final delivery. The post-production team must provide detailed, structured reports to the production team to keep transparency and alignment.

- Audio correction report.
Video (DI and VFX) correction report.
- QC observations.
- Timecode-based detailing.
- Version tracking.
- Clear & actionable descriptions.
- Timely sharing of reports to avoid delays.

- Continuous follow-up on pending corrections.
- Re-QC after fixes are implemented.
- Final confirmation once all critical and major issues are resolved.
- Transparent communication between post-production and production teams.
- Faster turnaround for corrections.
- Reduced chances of miscommunication.
- Track and implement all the corrections and ensure closure for smooth and timely final delivery.

Language Dubbing

Language dubbing is a vital part of post-production, allowing content to reach broader regional audiences while preserving creative integrity and technical standards. The process demands careful coordination between post-production teams and dubbing vendors to ensure delivery is timely and cost-efficient.

1. Requirement Finalisation

The process begins by aligning dubbing requirements with the content and production teams.

- Identify target languages (e.g., Hindi, Tamil, Malayalam, etc.).
- Finalise scope: number of episodes, duration, and versioning needs.
- Confirm delivery timelines aligned with platform release schedules.
- Lock creative expectations (tone, performance style, cultural nuances).

2. Vendor Identification & Onboarding

Selecting the right dubbing partner is crucial for quality and efficiency.

- Evaluate internal/external dubbing studios.
- Assess based on quality, past work, turnaround time, and cost.
- Share sample content for testing.
- Finalise vendor based on technical and creative alignment.

3. Costing & Negotiation

A structured costing process ensures budget control without compromising quality. Per-minute dubbing cost, including the items below, and compare quotes from multiple vendors.

- Studio recording cost.
- Voice artist charges.

- Mixing and mastering cost.
- Revisions and pickup charges.
- Volume of work (bulk episodes advantage).
- Timeline commitments.
- Long-term collaboration opportunities.
- Finalise the most cost-effective and quality-driven vendor.

4. Purchase Order Raising Process

Once the costing is approved, start the formal engagement. Share the final negotiated cost with the internal finance/procurement team and raise a Purchase Order that includes the following:

- Language and episode count.
- Agreed rates and total cost.
- Delivery timelines.
- Payment terms and milestones.
- Ensure PO approval before work initiation.
- Share the PO copy with the vendor for confirmation.

5. Pre-Dubbing Preparation

Ensure all required materials are ready before recording begins.

- Provide the final locked video reference
- Unmix audio tracks, stereo and 5.1
- SRT embedded reference
- Share character briefs and pronunciation guides

6. Dubbing Execution

The vendor performs the dubbing process according to agreed standards.

- Voice casting and approvals
- Recording sessions schedule
- Sync alignment with original content
- Creative supervision for performance accuracy

7. Audio Post & Mixing

Post recording, audio is processed for final delivery.

- Final mixing and mastering
- Ensure loudness and platform compliance

- Export final deliverables as per technical specs

8. Quality Control

QC ensures both creative and technical quality before acceptance.

- Lip-sync accuracy
- Audio clarity and consistency
- Language accuracy and cultural correctness
- Technical compliance (levels, format, specs)
- Share QC reports with the vendor for corrections (if required)
- Re-QC after fixes

9. Final Delivery & Closure

- Receive final approved dubbed masters
- Integrate with the main content pipeline
- Ensure proper file naming and storage
- Archive final dubbed versions

Content Delivery to Third-Party & OTT Partners

Content delivery to third-party platforms and OTT partners marks the final stage of the post-production process. It guarantees that all mastered content is transmitted according to platform-specific technical standards, within specified timelines, and without QC rejections.

1. Platform Requirement Alignment

- Obtain platform delivery specifications (video, audio, subtitles, metadata)
- Align on resolution, codec, bitrate, and formats
- Understand censorship and regional compliance requirements
- Share specifications with internal teams and vendors

2. Master Readiness & Validation

- Final locked video master (graded and conformed)
- Final mixed and mastered audio
- Subtitles and captions (all required languages)
- Dubbing versions

3. Pre-Delivery QC (Platform Compliance QC)

- Perform video QC (artefacts, colour, framing)
- Perform audio QC (sync, levels, channel mapping)

- Validate subtitles (sync and formatting)
- Check runtime, slates, safe areas, and compliance

4. Packaging & File Preparation

- Create platform-specific folder structures
- Include master files, audio, subtitles, and metadata
- Follow strict naming conventions
- Generate checksum (MD5 or equivalent)

5. Delivery Execution via approved methods:

- Aspera / Signiant
- Cloud platforms (AWS, Drive, etc.)
- Platform CMS
- Validate file integrity post-transfer

6. Acknowledgement & Platform QC

- Confirm receipt from the platform
- Track QC status (approved/rejected).
- Address platform feedback and re-deliver if required

7. Reporting & Tracking

- Maintain a delivery tracker with platform, content, and status
- Share regular updates with stakeholders

8. Final Closure & Archival

- Obtain platform approval
- Archive final delivered masters
- Store checksum and delivery logs
- Handover for LTO archival

Archival Process

1. Content Finalisation: Archive only approved and finalised assets

- Final masters (video and audio)
- Project files (edit, DI, audio sessions)
- Subtitles and dubbing files
- Graphics and metadata

2. Data Organisation

- Follow standard folder structures
- Maintain clear naming conventions
- Include version details and project identifiers

3. Data Verification

- Generate checksum (MD5 or equivalent) before archival
- Verify data integrity to ensure no corruption

4. Storage Medium Archive data on the following:

- LTO tapes (primary long-term storage)
- Server/cloud backup (secondary access layer)

5. LTO Archival

- Write data to LTO tapes using standard protocols (LTFS)
- Label tapes with unique IDs and metadata
- Maintain a catalogue for tracking and retrieval

6. Documentation & Tracking: Maintain archival logs, including:

- Project name
- Content details
- Storage location (LTO ID/server path)
- Date of archival

7. Retrieval Process

- Define a structured request system for restoring data
- Retrieve and validate files using a checksum.
- Ensure quick turnaround for business needs

Workflow Pipeline of Post Production

The post-production workflow pipeline outlines the entire process from content ingestion to final delivery. A well-organised pipeline guarantees smooth operation, clear dependencies, and timely completion of all steps while upholding quality standards.

Step A: Project Kickoff

- Receive project brief
- Align on timelines and deliverables

Step B: Data Ingestion

- Receive raw footage
- Verify data integrity
- Organise and archive data

Step C: Offline Editing

- Support the editorial team if required
- Ensure proper version tracking

Step D: Online & Conform

- Conform final edit using EDLs
- Validate timeline accuracy

Step E: Colour Grading (DI)

- Apply colour grade based on creative direction and look set
- Share previews for approval

Step F: Audio Post

- Mix and master audio (coordination with the concerned producer or vendor if required)
- Ensure broadcast/platform compliance

Step G: Quality Control

- Conduct final QC checks
- Document issues and share reports

Step H: Corrections

- Implement all the feedback.
- Re-QC corrected files

Step I: Final Delivery

- Deliver final masters to the platform CMS team
- Archive final assets with a checksum
- Hand over the final materials to the SVF archive team for LTO writing.

5. Communication Protocol

- Maintain clear communication with all stakeholders
- Share daily/weekly status updates

- Escalate risks and delays proactively

6. File Management & Naming Conventions

- Maintain standardised folder structures
- Follow consistent naming conventions
- Ensure backup and archival protocols (LTO and server storage)

7. Quality Standards

- Adhere to the platform's technical specifications
- Ensure zero tolerance for critical QC errors
- Maintain consistency across episodes and formats

8. Risk Management

- Identify potential delays in advance
- Maintain backup plans for critical stages
- Ensure redundancy in data storage

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General Note

The Hoichoi Post-Production Bible creates a streamlined and scalable framework that promotes consistency, efficiency, and excellence in all projects. It combines creative vision and technical execution into a unified, well-managed workflow. Based on structured planning, clear ownership, and disciplined processes, the pipeline guarantees smooth progress from content ingestion to final delivery and archiving. Ongoing collaboration and proactive communication among stakeholders ensure timely execution and minimise operational risks.

Quality is integrated at every stage through robust QC protocols, meeting platform standards and reducing rework. Strong data management practices, such as organised storage, version control, and secure archiving, further improve workflow reliability. Critical tasks like language dubbing and third-party OTT deliveries are integrated into this system by effectively managing vendors, saving costs, and adhering strictly to platform rules. This framework supports predictable outcomes, faster turnaround times, and consistent delivery of high-quality content at scale.