

CASE STUDY

Time Warner Cable Media Sales



Time Warner Producers Stay Ahead with New Multimedia Applications and lynda.com Online Training

Organization:

Time Warner Cable
Media Sales

City & State:

Ontario, California

Industry:

Cable Media

"The lynda.com Online Training Library® is the best source of training we've ever had."

Ron Tonkin,
Production Manager,
Time Warner Cable
Media Sales

CHALLENGE

Producers of television commercials for media giant Time Warner Cable Media know that staying on top of the latest multimedia applications is essential for capturing the thoughts and attention of viewers. The company's offices are spread across a large region that includes most of Southern California and Arizona. The producers travel constantly to meet with clients and shoot video footage. When it's time to move into postproduction, they push the limits of multimedia tools and technologies to help build compelling content.

In the past, pulling these busy professionals together to teach them the newest applications was a huge challenge. Time Warner tried using DVDs as a training medium, but scheduling their distribution was difficult.

"Our producers really need access to up-to-date training that can also fit into their erratic schedules," says Ron Tonkin, production manager at Time Warner Cable Media Sales. *"I found the perfect solution for them with the lynda.com Online Training Library®."*

SOLUTION

Time Warner Cable Media Sales is the advertising sales division of Time Warner Cable. Besides selling media time on cable networks, they produce commercials for their customers. First, the sales team finds the customers and conducts a needs analysis. Tonkin then sends out producers to meet with the customers and develop a creative concept. The production team writes scripts, shoots the video, and assembles the footage, adding text, visual effects, voiceovers, and music. Producers work both individually or as part of a team, depending on the needs and budget of a project.

"It's important that every producer maintains a broad basic skill set," says Tonkin. *"Yet we also want to allow individuals to hone skills in their specific areas of interest. Online training through lynda.com allows them to do both very efficiently."*

BENEFITS

In December 2004, Tonkin chose the lynda.com Online Training Library® Multi-User Program with a 30-user account. He acts as the sole manager of these subscriptions, and he's able to assign and reassign accounts to the producers as needed.

"There's not only a wide range of training titles available on lynda.com, but the training is also very current," says Tonkin. "The new version of After Effects came out, and right away training was available online."

The most popular training modules for producers cover a full range of multimedia applications, including Apple Final Cut Pro®, Motion, LiveType®, Soundtrack® Pro, QuickTime®, and DVD Studio Pro®; Adobe After Effects® and Photoshop®; and Autodesk 3ds Max®.

As the Multi-User Program administrator, Tonkin can create reports regularly to track the producers' account usage. These reports help him as he prepares their yearly review goals. Time Warner Cable Media Sales believes in the effectiveness of lynda.com and pays for the license in full as part of the department's yearly budget for training.

RESULTS

Although some of the producers conduct in-person training workshops, lynda.com has become the primary source for the company's software training. Producers like that they can log in and choose from such a wide range of training modules and learn at their own pace on their own schedule.

"I've used lynda.com for several years now," says Dan Hubbard, a producer from Time Warner's Ontario, California, location. "It's easy, concise, and I can put what I've learned to use right away."

Tonkin has been at his job for 20 years and has seen Time Warner go through many changes. As area production manager, he's also been closely involved with the professional development of his employees. *"There's access to so many kinds of software training for video, graphics, and sound production, and the flexibility to choose when and where to train is a huge advantage," he says. "The lynda.com Online Training Library® is the best source of training we've ever had."*

- › Offers up-to-date training for video, graphics, and sound production applications.
- › Allows the flexibility producers need to learn from any computer, 24/7.
- › Provides reporting and graphing that help evaluate usage and effectiveness of training.
- › Makes management of training producers easy for the production manager.

MORE INFORMATION

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