



CLOUD EDITING SYSTEM

(in the creative industry)

Quality Performance of
Editing system

In the past, strips of footage (film) would be spliced together using a cutting and splicing machine (Moviola). This machine is expensive, bulky and time consuming to operate. After the 1980s (Barnwell, 2019), when digital editing was introduced, both amateur and professional users started shifting.

LINEAR ANALOGUE EDITING MACHINE (MOVIOLA, 1922)

Traditional Editing

- One-off purchase - heavy cost (Paveza, 2018).
- Offline access - Editor arranges physical tape-to-tape editing (Indeed, 2022).
- Time consuming - needs viewing uncut raw footage before selecting cuts to edit (Indeed, 2022).
- Unique aesthetic quality - a film's natural grain and texture can add a distinctive look to footage (Makarov, 2019).
- Limited flexibility - restarting editing process when mistake made, no room for experimenting different sequence (Indeed, 2022)



ADOBE CREATIVE CLOUD (OCT. 2011)

Offers new value proposition

- Monthly Subscription - more flexible pricing model (Hemert, P. van, 2024).
- Provide access to the latest software versions regular updates (Adobe, 2024).
- Real time sync collaboration - among multiple users (LinkedIn, 2024).
- Cross-platform compatibility (Ilyas, 2024).
- Seamless integration - different editing applications across Adobe cloud (Janice, 2024).
- Relies on Internet access - Internet speed may impact project (Adobe, 2022).

Used by :
Early adopters of technology,
beta testers

In the past, a linear editing machine was only bought and used by professionals, as it is complex, expensive and required hard skills. However, when digital editing and slowly cloud editing evolves, many are able to afford and access to editing.

*First non-linear editing (digital) enters market in early 1970s (Donnelly, 2021).

Adobe innovates cloud system idea Amazon Web Services in 1964 (AWS, 2006) into Creative Cloud in 2011.

TIME (1971 – 2011 – now)



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