



Top post production company picks The Loop



"We heard about The Loop a few years ago, as **they were the only company connecting everyone together** - which is a great bonus for businesses in this sector"

Tony Greenwood
Technical Director, Core Post

About Core Post

When Core Post was created in 2013 as a TV broadcast post production company, Tony Greenwood, Technical Director and Kate Mather, Financial Director were looking for a spacious studio in a prime location. They set up their business in the busy hub of Manchester's MediaCityUK, and now Core Post's facility is ideally placed to provide the best tools and talent for their client's projects.

The company employs ten people as well as freelance editors. Their roll call of clients is impressive, including contracts with the BBC, ITV and Tiger Aspect, one of the UK's most successful and prolific independent television producers. Television dramas which Core Post can put their name to include Boy Meets Girl, After Hours, Rovers and 4 O'Clock Club but perhaps one of the most notable is Car Share, starring Peter Kay.

The Challenge

Core Post regularly provides Additional Dialogue Recording (ADR) work, with Downton Abbey, Mount Pleasant, The Musketeers, Mr Selfridge, Silent Witness, Lewis, Jericho and Cuffs among their CV.

Re-recording actor's dialogue in their sound studios is often a high intensity, last minute client request right before broadcast and although the ADR can be carried out in a short space of time, Core Post were often left with a stressful and frustrating delay when transferring large data files just before transmission. Their lower grade infrastructure meant they were fighting for bandwidth with their neighbours and competitors.

It was becoming normal procedure to schedule file sends during the night, when local bandwidth wasn't being used for anything else. Core Post recognised that a higher bandwidth would not only be an integral tool of their trade but also understood that a faster, more reliable connection would allow their staff to work more efficiently and provide their clients with a better service.

The Solution

After a fact-finding discussion with The Loop, Core Post decided it was time to take advantage of uncontended full fibre internet access, leading straight to their front door. Tony said "We hadn't realised we were so close to the network, but it's great. Now we have the fibre right to the door, which isn't shared with anyone else. It's brilliant and gives us peace of mind."

The Loop now provides Core Post with the dedicated bandwidth required to ensure files can be sent at any time of the day. The bandwidth can also be scaled up or down to meet peaks in demand as required. With symmetric internet upload and download speeds and as much bandwidth as required, from 30Mb to 1Gb, Core Post can now share and deliver files to their clients without constraints, whenever they want.

"The move to The Loop has worked for us. It handles our high volume and time critical editing needs."

Tony Greenwood
Technical Director, Core Post

A competitive business never stops moving and adapting, particularly in the creative and production industries. Luckily for Core Post, gaining access to full fibre internet means that they are already prepared for future plans and projects. "It's good to have this flexibility", explains Greenwood. "As we rely more and more on cloud-based technology, we will be able to easily upscale when we need to."

The Benefits

Cost effective connectivity

Ultra-fast, resilient network

Uncontended bandwidth

Symmetric upload and download speeds

Managed service with a first class support team

The Loop's connecting Manchester's digital industry

Easy to work with

To find out more about how The Loop could provide unrivalled connection for your business, contact us today.

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