



StorNext & Scalar Series

Quantum StorNext Gives 24x7 TV Broadcaster Competitive Edge

The success of a media house lies in how quickly its creative team can access video footage, audio files, high-resolution images and other content to get ahead of deadlines and beat the competition. However, this also poses an immense challenge in terms of an operation's ability to backup, retrieve and archive data efficiently.

B.A.G. Films & Media, one of India's leading integrated media and entertainment houses, is meeting that challenge head-on with Quantum StorNext® File System, StorNext Storage Manager and a Scalar® i500 tape library. This combined solution is helping the media company share data faster across applications, while at the same time building reliable and easily accessible digital archives for fast retrieval and long-term storage and data protection.

THE DEMANDS OF BROADCASTING 24x7

B.A.G. Films & Media recently established News 24, a national news broadcast operation which runs 24x7. This initiative is part of a larger plan for launching a series of TV channels in the near future, as well as an effort to earn higher Television Rating Points, the yardstick for success in the highly competitive Indian media industry.

A critical part of running a 24-hour news operation is identifying, cataloging, searching and retrieving video footage whenever needed, ideally with the ability to quickly access specific clips at the click of a button. With 5 to 7TB of video footage data being generated every day, this was becoming a significant challenge at News 24, particularly given that the large repository of video tapes had to be managed manually. In addition, there was no way to search for specific content by browser—which made identifying a particular segment of footage slow and difficult.

"We were experiencing a number of business problems, like slow speed of workflow, high recurring costs and the periodic demand for increases in library capacity," says Suraj Pal, VP Technology, B.A.G. Films & Media.

THE SEARCH FOR A SOLUTION: STRICT CRITERIA

When B.A.G. Films & Media began looking for an answer to their storage problems, their wish list was short but precisely targeted at broadcasting challenges. The company went shopping for a solution that:

- Minimized its overall storage costs, including total cost of ownership for long-term retention of business-critical media;
- Used proven technology in broadcast workflows, enabling B.A.G. to harness economies of scale and the expertise of the IT industry; and
- Enabled productivity improvements, such as automation of archival and restore functions, reduction of time-to-air performance, and greater ability to research any subject for any program.

The ultimate goal: transform the traditional chaotic newsroom atmosphere into a controlled, optimal workflow that would make News 24 faster to air than competing TV channels—which, in turn, would improve its ratings.

CHOOSING QUANTUM

After evaluating various solution options, B.A.G. Films & Media chose to implement a Quantum solution consisting of the Quantum StorNext File System, StorNext Storage Manager, and a Scalar i500 tape library.

The StorNext File System and Storage Manager provide high-performance data sharing and intelligent archiving that are compatible with all industry-



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SOLUTION OVERVIEW

- Quantum StorNext File System
- Quantum StorNext Storage Manager
- Scalar i500 tape library
- Apple Final Cut Server
- Aveco Broadcast Automation
- Omneon video Server

KEY BENEFITS

- Seamless integration into news workflow
- Reduced time to air
- Automation of archival and restore functions
- Better search capability, including Boolean and multi-criteria
- Better browsing capability across entire archived content
- Availability of all content in high-resolution digital format (native)

CASE STUDY

standard operating systems, server platforms and storage devices. The Scalar i500 combines a highly scalable design and Quantum's advanced, integrated iLayer™ management features that together deliver flexibility and unrivaled manageability in heterogeneous, data-intensive environments at both the midrange and enterprise level.

Why Quantum? One key selling point was the easy integration of StorNext into the broadcasting infrastructure already in place.

B.A.G. Films & Media has a sophisticated system for managing its workflow and putting its product on the air. The company has a 50TB central production SAN that serves 25 editing clients. Playout from Omneon video servers is controlled by Aveco Broadcast Automation. Facility has Octopus as Newsroom System. Apple Final Cut Server (FCS) acts as the front-end media asset management, which manages metadata, indexing, and proxy generation for browsing of the entire archive content.

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"Quantum StorNext provides native integration with our Apple Xsan environment," said Pal. "There is seamless connectivity to Final Cut Server media asset management (MAM) software, where FCS can perform archive/restore functions at both the file and project level through high-speed fiber connectivity and file system driver integration at the OS level."

Quantum's approach to customer support also played a role in winning the business.

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UP AND RUNNING

The deployment of StorNext took only four days and the solution fits smoothly into B.A.G. Films & Media's existing workflow.

The StorNext-based archival capability allowed the company to archive its entire content natively—i.e., without any transcoding of archived content at any stage. This made StorNext the system of choice for all archival needs across the company. Now the company archives and retrieves their entire Final Cut Pro projects with source content and source files.

StorNext automatically archives data on a Quantum Scalar i500 tape library with LTO-4 tape drives. By storing the data files on these reliable tape drives (instead of primary disk), B.A.G. Films & Media saves on storage costs as well as electricity and cooling because tapes can be retrieved automatically and quickly, as needed.

"With all the content available in digital format, thousands of hours of video footage is now available for editing and browsing at all times," said Pal. "Not having to search through physical video tapes means specific content can be retrieved faster—and that is vital for any media organization that wants to stay ahead of the competition."

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ABOUT B.A.G. FILMS & MEDIA

B.A.G. Films & Media Limited, one of the leading content creator powerhouses in India, was incorporated to explore new opportunities in Electronic and Multimedia Industry with a vision to raise fundamentals of TV software development to a higher level in an environment that fosters creativity. One of the oldest and most reputed establishments of the country, B.A.G. Films & Media Limited has provided quality service since 1993 and has a rich footage of over 50,000 hours of programming in news, chat shows, current affairs, entertainment, soaps, audience based shows, film based shows & infotainment and thus far boasts of having 'bagged' awards from RAPA, Indian Telly Awards, among others. B.A.G. Films & Media Limited is now extending its 360 degrees approach to their diversification plan—encompassing TV, radio, convergence, animation, media training and production.

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