ASIA PACIFIC BROADCASTING MTV Italy

Safeguarding your asset like MTV Italy with Etere solution

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If a broadcaster were to digitalise all its operations three years ago, the cost would have been tremendous. But, today, the costs of storage and the options available for digital broadcasters are much reduced and so, too, is the cost of software that manages the digital content-archiving workflow. This is the observation of Ong Chee Beng, Singapore country manager for StorageTek South Asia. And, there are many choices on the market. From SeaChange, for example, has come a scalable, non-tape-based Broadcast MediaLibrary (BML), which was showcased at NAB2003. Broadcasters like MTV Italia and the HBO Latin America Group have snapped up this centralised, digital, media-storage and management system, and configured them according to their operations and specifications. MTV Italia uses BML to store its biggest life-style hits, including MTV Kitchen, Loveline and Stylissimo, as well as music-video ads, network IDs and thousands of other clips and long-form assets, comprising MTV Italy's daily broadcasts. The system has been configured to provide 1,400 hours of online media storage, controlled by Etere's automation software. The HBO Latin America Group has also purchased the BML for its Florida-based production facility. The system is configured to provide 2,744 hours (17.5TB) of storage, controlled by Masstech asset-management software. Video servers, as well as non-linear editors and VTRs, will be able to gain access to movies, programmes, clips and other assets of any type. Said Brian Cabeceiras, president of broadcast systems and services, SeaChange: "From media production to archiving, storage is a necessity across a host of digital video applications in TV environments. HD and emerging-content business models push storage requirements even further." Added Fabio Gattari, president of Etere: "Archiving is a dream for many stations but, today, only with the use of large hard disk is it possible to have storage with the performance and affordability that TV operations are looking for." The following are examples of other archiving products available: I StorageTek BladeStore (in-line) disk system. Scalable from 4TB-160TB, it can be logically partitioned and shared with up to 64 hosts in one's SAN enviromnent, and delivers solutions for backup/recovery, storage management, data replication and fixed—content management. I JVC high-speed write-once storage system. It offers mass permanent storage and fast access to an individual unit, can be integrated into any IT system and needs no secondary backup. This write-once-read-many-times (WORM) device has a main archive where all
fixed data resides. The data is tamper-proof and cannot be erased.