

## EMC Solution for Broadcast Video

### EMC solutions for the media and entertainment industry

The media industry is facing new challenges as digital file-based production has become a reality and new brand distribution models have emerged. Content owners and distributors must think about meeting the challenges of evolving networks that can support rich media assets and services (such as IP-based delivery) while remaining competitive. To address those challenges, media companies need the right technology to manage their digitized assets and deliver video products to businesses and consumers.

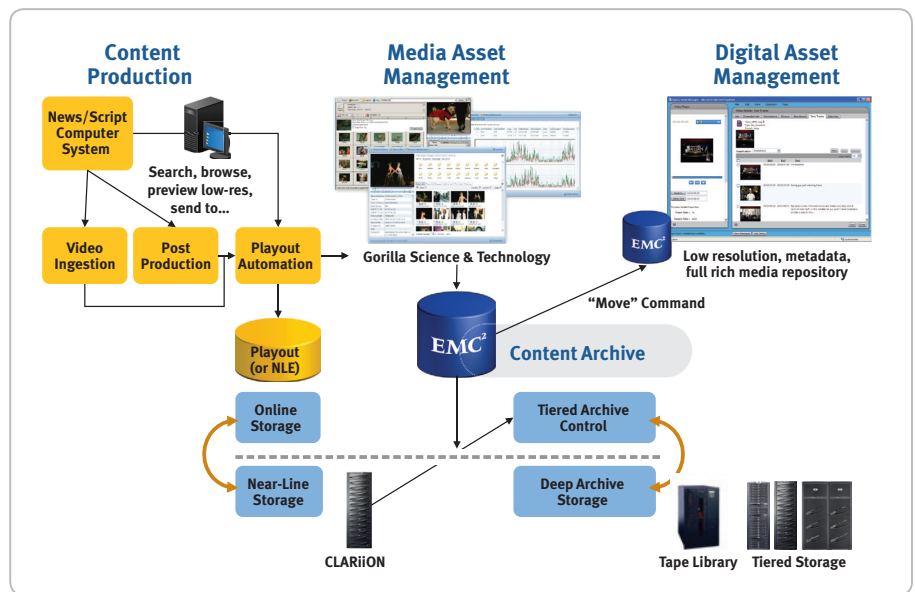
The growth of new outlets such as the Internet, IPTV, VOD, and mobile content services has created additional sales channels for media and entertainment broadcast television and movie programs. However, these opportunities also require ways to manage digital assets and transform content for each channel. To meet these needs, EMC and its partners offer software, hardware, and services to manage rich media through content value-chain—from creation and ingestion to aggregation, management, distribution, and archiving. EMC's approach for media archiving and distribution provides a flexible infrastructure that addresses these requirements so that companies can focus on their core business—creating new and exciting media products and services. The EMC® Broadcast Video Solution is one of the offerings from EMC and our partners to address specific requirements for managing and handling video files.

#### Broadcast industry challenges

In today's broadcast environment there is a need to achieve operational excellence by driving down production costs and creating ways to take advantage of new revenue streams through repackaging and reuse of video assets. Many broadcasters are looking at tapeless or mixed environments to speed their productions through digitalization. Some of the challenges include:

- **Media Conversion:** Broadcast production companies are changing their operational processes to meet the new opportunities by pursuing full digitalization of video libraries. (Many broadcasters have more than 100,000 hours of content on analog tape.) This change also helps broadcasters with new distribution channels.
- **Explosion of Digital Content:** High definition television (HDTV) and other trends such as Web 2.0 and user-generated content are increasing the management and demand for digital content geometrically. Storing, retrieving, and sharing increased quantities of large video files become challenges to bringing new programs to market quickly.
- **Simplifying Complex Production Processes:** Fast production cycles and an increased number of suppliers and distributors of media content call for greater file-based workflow automation.
- **Satisfying High Performance Needs:** Large video file sizes, increased distribution needs, and demanding storage requirements can affect system performance, making files difficult to move, store, preview, and repackage.

- **Managing and Packaging Specialized Content with the Latest Tools:** Distinct processes for specialized content types such as mobile WAP files require a management system that is flexible and open for use with tools, such as editing suites from Avid and Apple.
- **Multi-channel Content Reuse and Repackaging:** Broadcasters and media companies must be able to quickly repackage and distribute their assets to new distribution channels for additional revenue. Because files are very large in size, the ability to convert the master files into low-resolution proxies for browsing, clipping, and editing requires an infrastructure that can index content metadata and interface with media and digital asset management (DAM) systems
- **Improving Business Process Visibility:** The lack of a single infrastructure to manage the lifecycle of broadcast and rich media assets from creation through delivery adds to the complexity of a mission-critical process. A fragmented approach hampers visibility into how content is being used to ensure brand consistency.



## Introducing the EMC Solution for Broadcast Video

The EMC Solution for Broadcast Video is an end-to-end solution for optimization of production processes for creation of news, sports, and drama content in near-line editing and broadcast playout environments, while supporting the need to repurpose and archive new and existing material. The solution consists of EMC CLARiiON® storage, and EMC Select Partner, Gorilla Software supports both a tapeless and mixed broadcast environment. The solution is composed of the following EMC and partner technologies:

- **Gorilla Science and Technology software suite**

**Media asset Auto Generation System (MAGS):** ingestion and multi-format transcoding of video essence files (both high-resolution and low-resolution AV formats). Supports batch and manual ingestion, asset quality control, and cataloging of assets into categories.

**Media Asset Management (MAM):** automated file-based check-in of media assets and metadata into a media content database that is integrated with EMC CLARiiON storage platforms. Executes automated workflow processes for content handling, transformation, search, and management. Includes interface to interact with broadcast editing systems such as Avid and Open (windows based).

**Tiered Archive Control System (TACS):** movement of media assets from online or near-line to deep archive or offline tape library based on predefined policies. Includes ability to browse and search content stored on physical tapes.

**Essence Flow Control System (EFCS):** editing process engine to move content, break down content into clips or sub-clips with metadata assignment. Integrated with Tiered Archive Control System for movement of files to archive storage platforms or live playout systems.

- **EMC CLARiiON Storage Platform:** Gorilla software has been integrated and tested with EMC CX series platforms to act as near-line storage for catalogs of media files and metadata that scale into multiple terabytes. In addition, the CLARiiON systems provide repositories for transcoded analog tape files that the Gorilla MAGS system converts into digital format.
- **Optional: EMC Documentum® Digital Asset Management:** content management services that orchestrate multi-channel production workflows, transformation, repackaging, and distribution so that video programs can be sent to the Internet, VOD, and mobile content servers. During transformation, EMC DAM creates a video repository of content assets with a user interface for searching, previewing, and workflow management.
- **Optional: Signiant Digital Media Distribution Management Suite (DMDMS):** EMC Select Partner, Signiant, DMDMS software agents are used for fast, secure, and scalable file-based workflows to move broadcast-quality content over highly latent networks. DMDMS also provides an audit trail for any incoming assets and metadata and reports on distribution receipts to outbound servers.

## Reasons to choose EMC

EMC has taken advantage of our extensive telecommunications, media, and entertainment experience to create a broadcast video solution that address current needs of the industry such as moving to a tapeless production environment, interfacing with leading media-editing solutions, and automating workflows with file-based policies and processes. EMC is the only technology vendor providing an end-to-end offering for broadcast video production that supports the media assets as they move through the production lifecycle. EMC CLARiiON storage platforms have the availability, reliability, and scalability to meet current production workloads and have been integrated and tested with Gorilla and Signiant software in the broadcast environments of leading media customers.



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