SEAGATE

eBook

Taming Post-Production Challenges with Multicloud Object Storage

Accelerate Performance, Unlock Business Value, and Lower TCO

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Post-Production Is Complex. To Say the Least.

Yet, content producers also face formidable challenges. There's a need to generate quality content—video, audio, or animations—quickly while maintaining a steady flow of assets. Today, budgets are typically tight and cost pressures are real. Without the right technological foundations, including data storage and infrastructure, process inefficiencies and costs can spiral rapidly.

These problems are magnified when teams need to protect and secure content while working across time zones and geographic regions. Network and infrastructure limitations can impose speed, performance, and security barriers. This can impede various tasks, including ingestion, production, delivery, presentation, and archiving. Data's availability—or lack thereof—can produce delays and bandwidth issues.

In the end, the rapid growth of data and files can lead to an unmanageable situation. M&E firms lacking robust storage infrastructures face challenges related to content delivery, data management, backups, and archiving. Post-production teams require a fast, flexible, and scalable way to put projects into motion quickly and seamlessly.

Content Is Crucial. Performance Is Key.

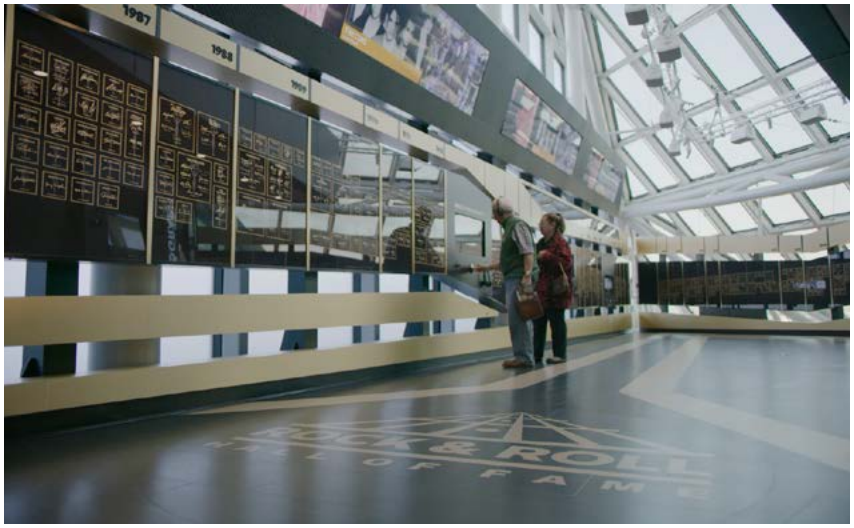
The competition for eyeballs, clicks, and dollars is intense. As M&E businesses look to gain an advantage in today's crowded content marketplace, performance can't take a back seat to innovation. There's a need to access a diverse array of media files quickly and easily, share them effortlessly, and build and distribute content at the speed of digital interaction.

While content developers must deal with the practical realities of large and often diverse files, there's also a need for organizations to store, index, manage, and locate both legacy and new content across multiple cloud repositories and even across countries. Unfortunately, when data is spread across multiple cloud providers, errors and complexity increase, and agility and flexibility decrease. On the other hand, a more evolved multicloud framework that's vendor agnostic allows an enterprise to create, store, and share important assets across the organization and beyond.

It's critical to evolve beyond vendor lock-in and the problems it creates—including thwarting innovation. This requires a modern storage environment that makes it simple to move and share content at will, catalog and index assets, and keep costs under control. What's more, this environment must accommodate new sources of media, including the edge and Internet of Things (IoT). These sources account for growing volumes of both structured and unstructured data, including video and audio.

What's needed is a storage solution that delivers the features, capabilities, and value proposition lacking in multicloud frameworks. This storage framework must provide strong content protection, privacy safeguards, and support for regulatory controls. In this best practice framework, it's possible for the business to use and reuse content and drive financial gains. This accelerates performance, unlocks the business value of data, and lowers total cost of ownership (TCO).

The Rock & Roll Hall of Fame Puts the Focus on Performance



Rock music has always pushed boundaries. So, when the Rock & Roll Hall of Fame—the world's leading modern music museum and archive—needed to gain control of content and make it available to staff and the public, it turned to Seagate.

Preserving, cataloging, and displaying video clips and other media is at the center of this nonprofit's mission.

"It's critical for the future of rock music and the people who love it," says Jennie Thomas, director of archives.

In the past, the museum relied on tape technology to store and archive clips, shows, and other media. However, over time, the hardware and software began to fail.

"We needed access to content, and we needed to migrate it to secure preservation-level storage in the cloud," notes Heidi Quicksilver, senior director of digital systems and strategy.

With the help of a third-party content modernization specialist, the Rock & Roll Hall of Fame began migrating more than 2,000 files to the cloud. Along the way, the museum discovered that it had an additional 109 preservation-level videos it didn't know about.

The result was a 100% success rate in converting videos. What's more, the number of videos it converted exceeded its expectations. With their files in the cloud, they can use machine learning (ML) and artificial intelligence (AI) to automate metadata generation, handle facial recognition, and accommodate speech to text functions.

"So now, if we need a video or photo of a certain rock star riding a motorcycle in the 1970s…it's at our fingertips," Thomas says.

Content Gets Complicated

Organizations and post-production teams that lack the tools and resources to address today's challenges often find themselves struggling to produce, manage, and distribute content efficiently. For example, a gaming company might need to incorporate clips from a movie so that they appear in a video game. Cataloging, indexing, retrieving, and editing that content is a complex undertaking.

Others, such as entertainment websites, television networks, and content distributors require business analytics data spanning areas such as demographics and viewership, including counts and how much of the content someone watches. This data is essential for developing and delivering relevant and desired content, marketing it to consumers, and understanding whether the company is meeting its fundamental business goals.

Siloed files and data make it difficult to use and reuse content in flexible and modular ways. The result is that projects take longer, inefficiencies become embedded in processes and workflows, and content creators may find it difficult to produce or access the best possible media content. All of this can result in compromised quality and expensive delays.

These pain points can multiply—particularly when groups and content aren't in sync. For instance, a post-production group may require extra hardware and software. For those with on-premise systems, there are also upgrade and refresh cycles associated with hardware and software. For those working across multiple clouds, ingress and egress fees may pop up when multiple service providers enter the picture.

In fact, 451 Research found that 34% of business users have suffered negative consequences as the result of egress fees.[1] This includes valuable data that has been deleted because of the cost of retaining it. In a worst-case scenario, a business may find itself severely limited by vendor lock-in or at risk from security issues that are difficult to address.

A Best-Practice Framework

As organizations in the M&E space look to boost their post-production capabilities and modernize their IT frameworks, it's critical to focus on several key areas:

- Footage ingestion, including off-set and on-set production that spans various forms of legacy and modern media, and may include digitalization and other requirements.
- Media Asset Management (MAM) and asset tagging, key components in storing and retrieving media.
- Concurrent backup features, including air-gapping, to provide protection from ransomware.

- Cost-effective storage services with no vendor lock-in fees, egress charges, and complete and total transparency for businesses to understand what they are paying for.
- Fast, flexible, and scalable storage.
- High-availability and fail-over capabilities that support business resilience.
- Compute resources that can handle a wide variety of video production and management tasks.
- Dependable and accessible backup sets.
- Advanced archiving, backup, and synchronization methods that address reuse, monetization, licensing, stock footage, and various customer requirements.
- A fast and effective tool designed to manage data transport and larger migrations, including moving content to the cloud.
- Strong data security and privacy features revolving around authentication, encryption at rest and in motion, intrusion detection, performance monitoring, firewalls, and security incident handling.
- A technology foundation that can address continually expanding and changing digital requirements, including things like virtual reality (VR), augmented reality (AR), the metaverse, and web 3.0.

When all these things are in place, you've achieved multicloud freedom, a concept wherein vendor lock-in doesn't exist and where agile, flexible, scalable data reigns. M&E firms that embrace this approach are equipped for efficiency and innovation. Storage as a service makes it possible.

By the Numbers

99% of organizations surveyed indicated that they incur planned or unplanned egress fees (at least annually).[2]

68% of organizations manage multiple massive data sets.[3]

The average transaction size required to move data to a third-party managed data center is 244TB.[4]

56% of business and IT leaders noted that cloud storage egress fees increase the overall cost of cloud storage.[5]

Seagate Lyve Cloud storage as a service typically results in cost savings of 70% or more.

Lyve Cloud Modernizes Post-Production

Increasingly complex environments require a solution that can tame the chaos and promote efficiency. Lyve Cloud™ from Seagate® is a frictionless and highly secure storage-as-a-service framework that's designed for multicloud workflows and meeting the sophisticated requirements of post-production. With S3 compatibility, Lyve Cloud puts your data to work in ways that match your specific organizational needs.

Lyve Cloud's power resides in its ability to securely scale on-premises resources and migrate workflow tasks to the cloud. This, in turn, introduces more predictable costs. Yet the option exists to bring data back on premises or establish a hybrid environment, where you only pay for the specific cloud resources your organization uses.

Lyve Cloud Benefits

High Performance:
Unsurpassed availability, flexibility, scalability, and resiliency.

Simple:
Storage-as-a-service ensures technology is never obsolete. It also supports simple and scalable workflow integration and management.

Cost Effective:
Lyve Cloud offers a lower priced, pay-as-you-go model that covers ingest, read, write, transfer, and egress components. You'll only pay for storage used—nothing more.

Frees Up Resources:
Manage storage flexibly, including using and repurposing on-premises storage for other strategic tasks.

Secure:
Stringent protections include strong authentication, encryption at rest and in flight, and object immutability to reduce the risk of ransomware, other forms of malware, data manipulation, and theft.

Agile:
Lyve Cloud enables easy migration and fast integration across multi-vendor tools and platforms for post-production.

Supports Growth:
Supports machine learning operations (MLOps) and AI and connects seamlessly to third-party data analytics and other vital tools, including edge and IoT devices.

The result is dramatically improved performance along with cost savings that can reach 70% or more, compared to other cloud service providers. What's more, your organization is equipped to deal with the rapidly evolving post-production landscape.

The Era of Multicloud Freedom

Post-production demands are greater than ever. There's no end in sight for the enormous growth of data, content, and media. As video, animations, and multimedia productions become more complex and sophisticated—and more advanced media such as augmented reality, virtual reality, and the metaverse take hold—M&E companies require a more sophisticated storage solution for producing, managing, and distributing assets.

The foundation of a best-practice approach is a cloud-based storage framework that can optimize processes, maximize results, and provide the flexibility to deliver consistent outcomes. Besides achieving multicloud freedom (i.e., avoiding vendor lock-in and adapting dynamically as business conditions change), M&E firms can navigate the challenges and transform them into opportunities. Lyve Cloud is the foundation for this future.

Bring More Value to Data. And Your Business.

Lyve Cloud by Seagate is object storage designed for multicloud. No egress fees. No API charges. No friction. It's a simple, trusted, efficient solution without silos. It offers predictable cloud economics, always-on availability, and robust, world-class security.

Predictable, capacity-based pricing means you'll never be surprised by your cloud bill. Whether you use Lyve Cloud for backup/restore, as a content repository, for data analytics, or something else, Lyve Cloud unlocks the full value of a multicloud strategy, delivering TCO savings that often exceed 70%.

For more information about Lyve Cloud, visit: www.seagate.com/lyvecloud.

References

[1] https://learn.seagate.com/web-451-research-cloud-storage-elevates-data-protection#page=1. page 6.

[2] https://learn.seagate.com/web-future-proofing-storage-report#page=1. page 16.

[3] Ibid. page 6.

[4] Ibid. page 11.

[5] https://learn.seagate.com/web-451-research-cloud-storage-elevates-data-protection#page=1. page 6.

Further Reading

- **Seagate Media and Entertainment Solutions:** *www.seagate.com/cloud/solutions/media-and-entertainment/36213621*
- **Lyve Cloud Media Storage Solutions:** *www.seagate.com/cloud/solutions/media-storage*
- **Seagate Resource Center:** *www.seagate.com/resources*

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