MAM STORAGE & TRANSCODE

THE SITUATION
MAM workloads have grown exponentially with VOD and OTT. Preparing content more efficiently for multi-platform distribution is a critical business issue.

THE PROBLEM
Profitable growth is a real challenge. Rigid processing infrastructure and islands of storage in the MAM environment create operational complexity, inefficient processes and scaling issues. Elastic capacity is a solution, but public cloud means longer processing times and relatively high costs.

THE SOLUTION
The ideal long-term MAM solution provides:
- Faster content preparation by reducing job queueing
- Removal of “restore from archive” wait-time
- Dynamic capacity scaling for content processing
- Robust content & metadata protection
- Streamlined workflow with a single platform storage
- Maximum profitability with fast and efficient processes
- Easy future content migrations with in-service upgrades
- Granular per-use pricing where appropriate

BY 2021
- Content library sizes to grow by >200%.
- 4K files to increase processing workload.
- Video over IP traffic to grow by 400%.
- Distribution variants to increase.

BROAD RANGE OF REQUIRED CONTENT FORMATS

<table>
<thead>
<tr>
<th>DELIVERY POINTS</th>
<th>Web, DVD, Blu-Ray, Computers, Media Players, Broadcast, Archive</th>
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</thead>
<tbody>
<tr>
<td>SIZES</td>
<td>240, 480, 720, 1080, 2160, 4320</td>
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<tr>
<td>FRAME RATES</td>
<td>24/25/30/50/60/120 fps for UHD</td>
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<tr>
<td></td>
<td>24/30/50/60/120 fps for HD</td>
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<tr>
<td>FORMATS</td>
<td>QuickTime, Windows Media Player, MPEG 1/2/4, Flash</td>
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Source: Cisco; primary market research

ROI
A single private cloud platform is more cost-effective than islands of functionality with public cloud services. It is:
- At least 3 times faster to restore content
- Easier to predict job cycle-times
- Better for achieving fast & efficient operations
- Simpler to manage

Source: Analysis of content movements and transcoding in medium-sized broadcaster’s Media Operation

MULTI-PROTOCOL SUPPORT

SINGLE SCALE - OUT STORAGE & TRANFORMATION PLATFORM

CONTENT STORAGE CLUSTER
In-cluster Processing, on elastic infrastructure

CONTENT TRANSFORMATION CLUSTER
(Transcode, Package)

INGEST MANAGER
ARCHIVE MANAGER

LINEAR BROADCAST & OTT
VOD

MAM FUNCTIONS

EDIT
LOG
PACKAGE
TRANSCODE MGR
QC MGR
AUDIT

MAM FUNCTIONS
VECIMA CAN HELP

Vecima has built pioneering video storage solutions for the world’s leading cable operators for 20 years. We provide:

- **Efficiency**: faster media preparation to meet tough deadlines
- **Cost-effectiveness**: exabyte ready, scalable software platform
- **Value for money**: better ROI than public cloud and fragmented infrastructure
- **Flexibility**: supports legacy file and next-gen object applications
- **Security**: fully protected content and metadata at all times
- **Ease of use**: a single storage UI for simplest administration

MAXIMUM THROUGHPUT
Single platform minimizes file transfers, reducing job cycle times

MAXIMUM DATA PROTECTION
Erasure-coding provides ultimate data protection; unlimited data tags back-up valuable metadata

MAXIMUM COST-EFFECTIVENESS
Storage scales across pools in a single environment; transcoding scales out node by node and handles burst workload

REDUCING “TIME TO RESTORE”

TAPE-TO-DISK
“Time-to-restore” for 1 hour of content

8 hours
Incl 7 hours queuing
13% efficiency

OFF-PREM
CLOUD SERVICE
PRODUCTION/PLAYOUT

5 hours
Incl 4 hours queuing
20% efficiency

ON-PREM
DISK SERVICE

TP STORAGE
Real-time read from tape plus queuing for tape reader machine

STORAGE - TO - STORAGE
“Time-to-restore” for 1 hour of content

Maximum 30 seconds
Max. 0.5hrs queuing
70% efficiency

10GbE connection

300%–600% REDUCTION IN CYCLE TIME

Source: Restore from archive cycle time analysis with leading MAM Vendor

THE BOTTOM LINE

Vecima can architect, build and maintain a hybrid CDN that supports your content distribution goals. Contact sales@vecima.com today to learn more.

Vecima provides content storage, processing and delivery solutions for the world’s leading Content Distributors. We have built software-defined, dynamically scalable, evergreen solutions that enable profitable growth for Content Creators and Producers.