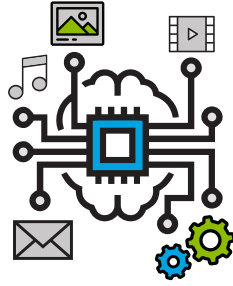


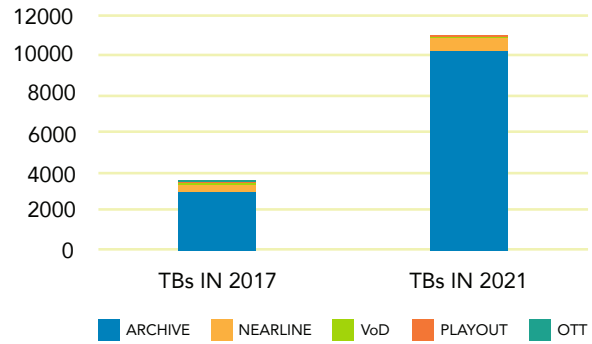
THE SITUATION

Your content is stored in multiple storage islands, causing unnecessary work and complexity. 4K content and OTT distribution are causing libraries to grow rapidly.



BY 2021: 200% CONTENT LIBRARY GROWTH FOR MOST MEDIA COMPANIES. MOST GROWTH IN MONETIZABLE ARCHIVES.

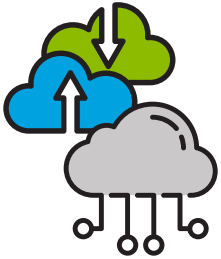
TBs OF STORAGE-TYPICAL GROWTH SCENARIO (2017-2021)



Source: Concurrent primary research of broadcast market

THE PROBLEM

Islands of storage create inefficiency for scaling capacity, managing infrastructure, and managing vendors. Migration is already difficult with today's content volumes – expected content growth compounds the problem.



THE SOLUTION

Highly scalable, software-defined storage leveraging object storage scale and COTS-hardware efficiency. Evergreen with multi-protocol and multi-workload support. No more islands of storage, just shared capacity for your entire workflow.

