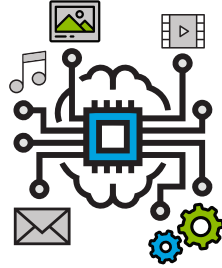


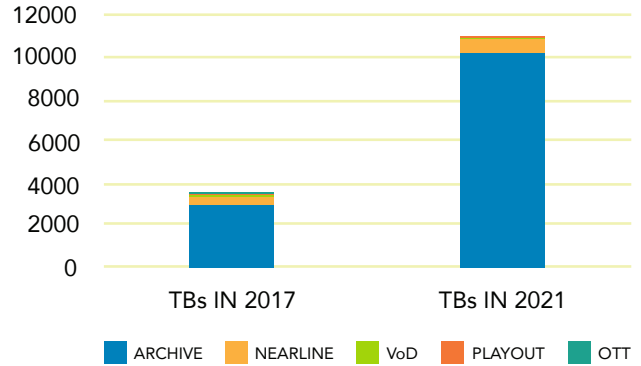
**THE SITUATION**

Today's video archives can be as large as 50PBs and have grown significantly with HD content. Tape storage is often considered inexpensive for slow-moving content but inefficient for fast-moving content.



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

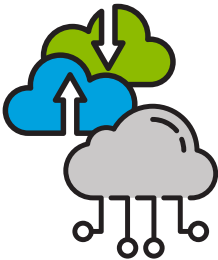
TBs OF STORAGE - TYPICAL GROWTH SCENARIO (2017-2021)



Source: Concurrent primary research of broadcast market

**THE PROBLEM**

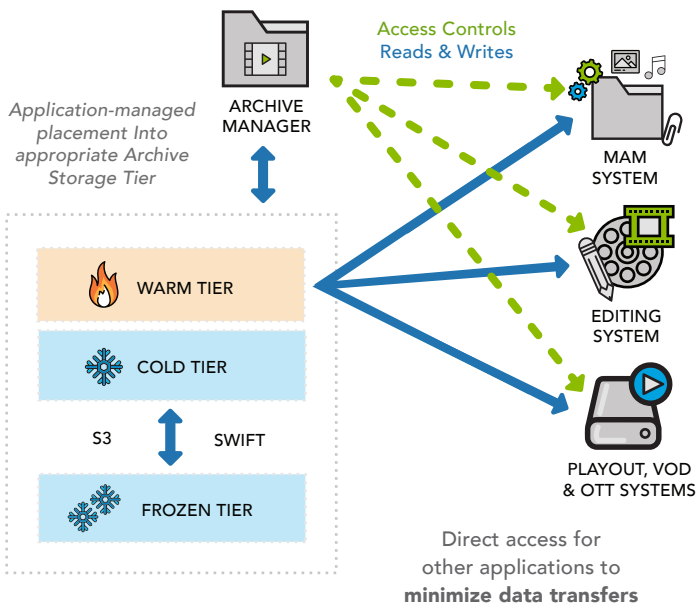
The TCO of tape is higher than perceived, plus it limits content monetization. File systems don't scale well. Outsourcing valuable business assets to public cloud service providers can be a step too far for many.



**THE SOLUTION**

Highly scalable, software-defined storage leveraging object storage scale and COTS-hardware efficiency.

- Host in a private cloud for lowest TCO.
- Avoid "cache layers" to minimize operational complexity.
- Monetize by easy search and retrieval.



**ROI**

3 year TCO of Private Cloud is lower than alternatives, plus there are added benefits:

TCO Cost Category	Private Cloud	Tape	Public Cloud
Storage Capacity	\$	\$	\$
Storage Access Charge			\$
Cache Layer (to minimize tape access)		\$	
Operational Management Costs	\$	\$	\$
Facilities Costs (Cooling, etc.)	\$	\$	
Manual Maintenance Costs		\$	
Mass Data Extraction/Deletion Costs		\$	\$
Data Migration Services for Hardware Upgrade		\$	
Outage Risk in Operational Environment	Low	Med/High	Low
<b>3 YEAR TCO</b>	<b>0.9x</b>	<b>1.0x</b>	<b>1.4x</b>
+ Monetization Ability	High	Low	High
+ Long-Term Scalability	High	Low	High
+ Content Quality Assurance	High	Medium	High

Source: AWS; EMC; Concurrent customer research

**LOST REVENUES & WASTED INVESTMENT**

"We lose 1 year's worth of content each year through tape deterioration"  
- US Broadcaster

"Estimated to be 1 billion useful videos in unused archives"  
- leading Archive Solution Supplier

"50% of all feature films produced before 1950 have been lost"  
- US Library of Congress

