



CASE STUDY

Delivering Rising Volumes of Engaging Audiovisual Content for the Madrid City Council with Quantum Storage Solutions

The Madrid City Council produces a wide array of audiovisual content that promotes the Spanish city and its cultural events. The audiovisual team that creates that content also runs a cinema for independent non-fiction films. To support growing demands for new content and additional films, the AV team needed to replace outdated storage environments. Implementing Quantum StorNext Xcellis® storage systems provided the reliability and scalability needed for post-production workflows while reducing the costs and complexity of cinematic playback.



FEATURED PRODUCTS



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Luis Medina Gómez
Audiovisual Subdirector, Madrid Destino



The Xcellis system communicates perfectly with the digital projectors in the cinemas we support. We can simply make the connection and play out the films.

Luis Medina Gómez - Audiovisual Subdirector, Madrid Destino



SOLUTION OVERVIEW

- StorNext® File System
- StorNext Xcellis® Appliances
- QXST™ Disk Storage
- StorNext AEL6 Archive
- Scalar® i500 Tape Library

KEY BENEFITS

- **Scaled storage for fast-growing volumes of AV content** that promote the city and its cultural events.
- **Improved system stability, helping the team focus** on production instead of IT management.
- **Gained centralized storage that facilitates collaboration** among video production and post-production team members.
- **Reduced licensing costs for playing back films** with a centralized storage system and integrated tape archive.
- **Simplified management of cinematic content**, eliminating the need for individual drives and media transcoding.

Not every city council has its own dedicated audiovisual team. But in Madrid, Spain, a public company called Madrid Destino provides video production capabilities for the city council in addition to managing cultural events and venues. The AV team creates a variety of promotional videos for the city and its events, such as concerts and theater productions.

The video production work requires a large amount of storage capacity. “We make about 10–12 videos per week, from 15 seconds to two minutes,” says Luis Medina Gómez, audiovisual subdirector for Madrid Destino. “We need a really good storage system for all those assets.”

Unfortunately, the aging storage environment required excessive maintenance and still had problems with reliability. “We were constantly working to install patches and updates—it was terrible,” says Gómez.

PROVIDING VIDEO PLAYBACK FOR CINEMAS

The same AV team also manages the showing of films at the city’s Matadero venue. The venue, which has three cinema rooms, focuses on non-fiction films from independent filmmakers. The AV team is responsible for playing back films through the cinemas’ digital video projectors.

Until recently, the storage environment employed for those functions was not centralized. The AV team used individual hard drives provided by distributors to show the films.

That approach was costly and time-consuming. Without centralized storage, the team had to delete each film’s digital file after playback. If the cultural center wanted to run the film again, it had to buy a new license. The AV team also had to spend time transcoding films to play them back on the projector. Meanwhile, using individual hard drives increased the risk of losing films.

The team needed a more sustainable, scalable solution. “We have multiple cultural centers, and the city council is streaming more and more events,” says Gómez. “We needed a larger environment to store and manage that growing volume of content.”

EXPANDING AV STORAGE WITH QUANTUM XCELLIS

The Madrid Destino AV team addressed challenges for both environments by deploying Xcellis systems with Quantum QXS disk storage, all powered by the StorNext File System. For the video production environment, the Xcellis solution provides a reliable, scalable environment that facilitates collaboration among in-house and freelance team members. An integrated Quantum tape library offers a cost-effective but secure archive for completed projects. For the cinema playback environment, the Xcellis solution is similarly integrated with a Quantum tape library, giving the team a centralized environment for storing and playing back content from a single archived repository.

ENHANCING STABILITY AND RELIABILITY FOR VIDEO PRODUCTION

The Xcellis solution gives the video production team a much more dependable environment than the previous one. “The most important thing is the stability,” says Gómez. “In the past, we were losing files and there were frequent problems. With the Xcellis solution, now we can focus only on the production and know that the system behind us is working. We’re not worried about the space needed, and we’re not worried about finding the files we need. All the content is safe and available.”

REDUCING COSTS, SIMPLIFYING MANAGEMENT FOR CINEMATIC PLAYBACK

By implementing an Xcellis system with an integrated archive for the cinema, the AV team has been able to greatly reduce the costs of showing films. Instead of having to pay a licensing fee for each showing, the cultural center can purchase each film once and archive it. The center can play it multiple times without having to repurchase a license. When it’s time for a showing, the AV team retrieves the film from the archive and plays it out from the centralized Xcellis system.

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Luis Medina Gómez,
Audiovisual Subdirector,
Madrid Destino





The AV team can also avoid time-consuming transcoding by archiving each film in the correct format. “The Xcellis system communicates perfectly with the digital projectors in the cinemas we support,” says Gómez. “We can simply make the connection and play out the films.”

PREPARING TO MANAGE A GROWING COLLECTION OF AUDIOVISUAL ASSETS

The AV team continues to deliver a growing number of videos to promote the city and share cultural events. With the scalable Quantum solution in place, based on Xcellis storage, the team can store more assets and easily reuse assets from previous projects.

Looking forward, the team is considering implementation of the CatDV Asset Management System. Through

integration with the Xcellis environment, CatDV will enable team members to more easily find, prepare, and archive all of that content.

Gómez believes more municipalities and other public sector organizations should consider Quantum solutions for supporting their growing video production and post-production needs. “Public organizations need to think about their storage environment—and it’s not difficult to buy a Quantum solution like ours,” says Gómez. “With this stable, scalable solution for AV content from Quantum, we can continue to deliver a wide range of content across multiple platforms—from cinema screens to social media.”

ABOUT MADRID DESTINO

Madrid Destino Cultura, Turismo y Negocio (Madrid Destination Culture, Tourism, and Business) is a public organization owned by the Madrid City Council. It helps promote tourism, oversees cultural events and manages Madrid venues that host conferences, trade fairs, shows, sporting events, and business forums.

The Madrid Destino audiovisual team produces numerous videos for Madrid’s City Council, promoting the city and its events. The team is also responsible for managing playback of non-fiction films in one of the city’s primary cultural venues, Matadero Madrid.

Quantum

Quantum technology and services help customers capture, create, and share digital content—and preserve and protect it for decades at the lowest cost. Quantum’s platforms provide the fastest performance for high-resolution video, images, and industrial IoT, with solutions built for every stage of the data lifecycle, from high-performance ingest to real-time collaboration and analysis and low-cost archiving. Every day the world’s leading entertainment companies, sports franchises, research scientists, government agencies, enterprises, and cloud providers are making the world happier, safer, and smarter on Quantum. See how at www.quantum.com.

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