StorNext & Scalar Series

Quantum StorNext Gives Wings to Creative Workflows at Red Bull Media House

Red Bull Media House is a leader in supplying consumer content, attracting a global audience by reporting on the world's best athletes in extreme sports. To improve its own performance, the IT team selected a workflow management system using Quantum StorNext software for sharing and archiving content.

LIMITS OF DATA SHARING SLOWS DOWN PRODUCTION

Launched in 2007, Red Bull Media House operates its own TV station as well as one of the Internet's most innovative and popular online consumer platforms. A majority of the content is produced at Red Bull Media House in Wals/Salzburg, Austria by a staff of 500. Located nearby is Servus TV, the broadcast station that produces content and sends it over the air. Additional content comes from Terra Mater, a post-production company in Vienna. Each of these companies operated its own workflow and archive system, with different functions needing different applications that were installed on a different mix of operating platforms. Additionally, sharing and delivering content was done manually via FTP. This workflow was time-consuming and it needed significantly more technical support and staff resources.

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> **Andreas Itzlinger**
> Media Systems Engineer

"These three isolated workflows did not communicate with each other," says Andreas Itzlinger, Media Systems Engineer of the Technical Operations Division of Red Bull Media House. "This meant delays in completing projects, and with more hardware there was a higher risk of failure." When journalists wanted to use a clip from an archive, they ordered it through a ticketing system. First the order was read and processed. Then, someone located the right tape, copied the right content, and moved the file to the SAN at the other location. It could take hours to retrieve a small clip and accessing a large project could take up to one full week of waiting time because they could only be staged on the weekends—otherwise they would have blocked daily business. This was much too slow for fast Internet and TV content production. "The previous solution was designed long ago for small organizations," explain Itzlinger. "Large-scale companies like ours, however, require an automated solution with more efficient sharing."

In light of these problems and restrictions, the Red Bull Media House was on the lookout for a better solution and selected StorNext® software. "Quantum's StorNext data management software provides the first true solution for Red Bull," says Itzlinger.

PERFECT IMPLEMENTATION: "ON TIME AND WITHIN BUDGET"

Red Bull Media House decided to implement an archive system based on Quantum's StorNext. The decision was based in part on their positive experience using the StorNext file system since 2007. For the new archive they deployed a new StorNext installation with both the file system and StorNext Storage manager, and added to it 300TB of SAN-based disk storage capacity and a Quantum Scalar® i6000 tape library for long-term archive and protection to their infrastructure.

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SOLUTION OVERVIEW

- StorNext File System
- StorNext Storage Manager
- Quantum Scalar i6000 archive library

KEY BENEFITS

- Reduces time to access archived files from 4 hours to an average of 5 minutes—shortens time to create content and lowers administrative overhead
- Provides archive scalable capacity for up to 16 Petabytes
- Accelerates production because all content producers and editors now have access to a common set of assets
- Offers maximum flexibility through sharing of a common set of files between Windows, Linux, Mac clients
- Automates data movement between disk and tape tiers in archive system for scalability, performance, and economy
- Creates copies of files automatically, providing data protection without backup software

The company was initially nervous about implementing such a major infrastructure change, but the process was smooth. Munich-based reseller dve GmbH and Quantum joined together to create a workflow that ensured ease of use, availability, data security and future expansion. It took only two months for the entire deployment, including testing. "It was perfect, on time and within budget," reports Itzlinger.

With the StorNext system in place, Red Bull Media House users can now share all the different applications and operating platforms in an efficient workflow. Whether the companies are using FinalCut Pro on Mac OS, Vantage transcoder software on Windows, or FFmbc on Linux, they can all access the same content over the StorNext File System using high-performance connections.

Running alongside the StorNext File System, StorNext Storage Manager serves as the tiered archive engine. When new content is placed onto the disk-based primary storage tier, Storage Manager automatically creates two copies of all files—one copy is kept in the archive; the other is shipped offsite for disaster recovery protection. Content stays on the disk tier of the archive for about 90 days—the period when it is used most actively. After that time, the content is removed from the disk tier, but remains available for retrieval from the tape library. Editors and producers access archived content using the same StorNext interface regardless of whether the content is on the disk tier or in the tape library.

CUTTING TIME TO ACCESS FILES TO 5 MINUTES

The biggest change to life at Red Bull Media is the time savings from the new, central archive. "Getting clips, which previously took four to six hours, now takes only five minutes—which is greatly appreciated by all the users," reports Itzlinger. "With the new workflow the required time is predictable: Depending on their length, clips are ready for use in 30 seconds to 20 minutes. We can stage 8 hours of a live-recording within one hour—depending on the copy-processes. We no longer have to wait for weekends and we can fulfill all orders in parallel."

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Knowing that future volumes of digital content are only increasing, scalability was one of the most important attributes that the StorNext solution set offered. "In the first year, we are planning to write 400TB of content to our new StorNext-managed archive, and the volumes will keep increasing," says Itzlinger. The StorNext File System can scale to manage hundreds of millions of files to accommodate future growth, and the archive library can expand to hold up to 16 Petabytes of data with current technology.

For Red Bull Media House, Quantum's StorNext solution is a future-proof investment. "StorNext is our file system platform, and we would be happy to collaborate with Quantum and dve GmbH, our reseller and advisor, again," says Itzlinger.

"StorNext not only helps make producing and airing content faster, but it also dramatically reduces system administration overhead since the process is now automated."

Andreas Itzlinger
Media Systems Engineer

ABOUT RED BULL MEDIA HOUSE

The Red Bull Media House is the centre of the global Red Bull media network across all relevant media channels and products. It creates, produces, broadcasts, and streams a unique variety of media content in lifestyle, fun and sports activities. Red Bull Media House provides its media partners with business opportunities in the fields of TV, Print, Mobile, Digital and Music, offering them fast access to fresh and innovative media content.

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