

“DNAevolution creates real efficiencies in our file-based workflow. With the system, we can quickly and easily archive all of our shows, promos, fillers, and AV material. It used to take days for end users to find content, but the easy-to-use web-based search interface allows them to find content in just seconds

- Sujay Hanje, AVP, Post Production, Multi Screen Media

Sony Pictures Television (SPT) backs Multi Screen Media Private Limited, which is India's leading television network. The company brings high quality entertainment to South Asians throughout the world through its many brands, including one of India's leading Hindi general entertainment television channels - Sony Entertainment Television (SET), a comedy channel - SAB, a Bollywood movies channel - MAX, a Hollywood movies channel - PIX, a music channel - MIX, and a Sports channel - SIX.

Multi Screen Media's channels are available worldwide and influence over 400 million viewers in the Indian sub-continent and the South Asian diaspora.

▶ THE CHALLENGE ◀

Multi Screen Media faced major storage and data management challenges caused by a large volume of legacy content and the adoption of file-based workflows, with a significant amount of content being delivered as XDCAM, ProRes and RED files. As space on the company's Omneon MediaGrid shared storage platform quickly ran out, it became critical to find a high performance LTO LTFS archiving solution to help manage the massive amounts of file-based content.

"It was clear we needed an efficient and intelligent archiving solution to help us lower storage costs," said Sujay Hanje AVP, Post Production, Multi Screen Media. "However, we also needed to address the increasing difficulty our users encountered finding content, as no central search mechanism existed."

▶ THE SOLUTION ◀

DNAevolution was selected as the central content LTO LTFS archiving solution for all of Multi Screen Media's programming. "We chose DNAevolution because it is cost-effective and simple to use. The built-in media asset manager and powerful search tools made the decision easy," continued Hanje.

▶ THE RESULT ◀

Since the deployment of DNAevolution, over 500 TB and 210 LTO LTFS tapes of data have been archived. "DNAevolution creates real efficiencies in our file-based workflow. With the system, we can quickly and easily archive all of our shows, promos, fillers, and AV material. It used to take days for end users to find content, but the easy-to-use web-based search interface allows them to find content in just seconds," continued Hanje.

"Going forward, we will rely heavily on DNAevolution for archiving and management of all our file-based content. In addition, we couldn't be more pleased with the support from StorageDNA and how they customized the product to our specifications," concluded Hanje.

Have a question or want more information? Contact us so we can help.