



BAMM.TV Case Study

BAMM.TV is a San Francisco-based music video production and distribution studio that caters to independent artists. Founded in 2008, the company experienced explosive growth in 2010 and 2011 that encouraged them to consider their data archiving needs with LTO technology, improving upon their expensive storage area network (SAN) and removable hard drive implementation.

BAMM TV'S VIDEO STORAGE CHALLENGE ADDRESSED WITH LTO TAPE AND LTFS

BAMM.TV shoots and edits high definition videos and their system is completely digital file based: they record to solid state cards in their high definition cameras. Each project typically amounts to more than 100 GB of storage. BAMM.TV produces, on average, 1 TB of data every week – all of which they need to store for many years and repurpose for future projects. Additionally, the production team shoots and maintains b-roll that can be edited into any number of file products.

Given these needs, BAMM.TV sought a storage solution that was:

- **Cost effective.** With the vast amount of data being captured, the mid-sized operation required a storage solution that didn't break the bank.
- **Scalable.** When client production needs fluctuate, BAMM.TV didn't want to tie up capital in unneeded storage space but desired the flexibility to easily and cost effectively add storage when needed.
- **Reliable.** BAMM.TV had experienced hard drive failures, so choosing a solution that would provide peace of mind for protecting their backup data was a high priority.
- **Searchable.** As the production team edited videos or looked for b-roll to intersplice, they needed to be able to search their archives quickly to find a specific piece of footage.



BAMM TV'S SOLUTION: LTO-5 TECHNOLOGY WITH LTFS

In March 2011, BAMM.TV began storing their archives on LTO-5 tape with LTFS. The low cost and reliability features of the LTO-5 technology, along with easy file access capabilities afforded by LTFS, provided the needed characteristics for their storage needs.

To date, they have more than 60 LTO-5 tapes protecting more than 80 TB of content. The LTO storage solution addresses the requirements of BAMM.TV's data backup objectives:

- **BAMM.TV reduced its storage cost by 75 percent** from their incumbent SAN and removable hard drive implementation, paying approximately just \$0.05 per gigabyte of data stored on the LTO-5 tapes.
- **LTO-5 tapes provided a scalable solution** with an estimated 30-year lifespan and on-demand access to data backup that is affordable and easy to use and store. If they need more storage they simply add more tapes.
- **With over a year of use and 60 LTO-5 tapes later, not a single LTO tape has failed.** In contrast, a number of the removable hard drives were not so dependable with an average 8% failure rate.
- **The solution allows BAMM.TV producers and editors to search among their LTO-5 tapes** and easily pull projects and footage that they worked on more than a year ago.

“The most important thing for us was cost and scalability. We're constantly repurposing assets that we shot months ago and have a project that requires those files that we don't have on hand. We go to the vault, pull out a tape and – voila–those files are back.”

– BAMM.TV Director of Operations Jamie Morganstern

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