ULTRIUM LTO 5

LTO NewsBytes

LTFS and LTO Tape are Media and Entertainment Industry Blockbusters

Summer is typically the time when the media and entertainment industry is in full swing – the summer movie blockbusters are bringing audiences to the theaters in droves, TV show production is prepping for fall premieres, and the summer concert tours feature the biggest acts.

Protecting Media Content

Content is king and is where the value is derived in the media and entertainment industry. Today, most content is produced and distributed in digital form. Digital formats such as high definition, 3D and even 4K are proliferating and creating great demands for large storage preservation. Digital effects are core to just about every production adding to the big data storage challenge.

With billions of dollars at stake, protecting the content the lifeblood of this industry is more important than ever. Storage options need to be easy-to-use, reliable and fast. That's where LTO tape and the Linear Tape File System (LTFS) technology hit the mark.

New LTFS White Paper Explains It All

The LTO Program recently featured on the LTO website a new paper by Media Technology Market Partners (MTMP), a Los Angeles-based consultancy service for the media and entertainment industry. The paper highlighted how LTO tape has become more broadly used in the industry with the introduction of LTFS – the open source file system that was made available when LTO-5 products were introduced – and outlined some of the advantages for media and entertainment applications.

The paper thoroughly describes LTFS, how it works, and highlights how LTO tape and LTFS fit into various media and entertainment workflows, from production and post-production to distribution and archiving. Of particular interest is MTMP's evaluation of how LTFS compares to other technologies that are common in the industry – Raw Tape, TAR, proprietary tape, and portable and RAID disks.

There's also an excellent background on LTFS for those who aren't entirely familiar with the technology – particularly those in the industry interested in learning more about how they might be able to leverage it for their own applications. A handful of case studies provide some excellent examples.

What Can LTFS Do For You?

- Can enable capabilities that can manage files directly on tape and can allow for easy sharing of the tape cartridge with others

- Can provide file system access at the operating system level making tape easy to use in a manner like using disk or a "giant" memory stick

- Can allow viewing and access of tape with the operating system browser in the directory tree structure and can be used with simple drag and drop operations

- Can help address growing needs in industries where large sets of data - or "big data" - can be an organization's most valuable asset: media & entertainment, analyics, biomedicione, federal and more!

Give the white paper a read – it's available on the LTO website.

Learn about LTFS user stories here.

Roadtrip! The LTO Program This Fall…?

The Fall season is shaping up to be a good one and the LTO Program will be providing more insight on the latest uses of LTO technology around the world. Stop by and visit if you're attending one of the following events:

IBC Amsterdam, Netherlands	Sept. 7th - 11th
DV Expo Pasadena, CA	Sept. 19th - 20th
Storage Decisions New York, NY	Sept. 24th - 25th
Inter BEE Tokyo, Japan	Nov. 14th - 16th

The Trusted Source: LTO Ultrium Website

Interested in the latest on how to address challenges with big data and big archives? What about the TCO for VTLs and physical tape? Or maybe it's learning more about how tape can help you get the most for your video storage or even a simple primer on LTFS…

The LTO website has an excellent "archive" of resources such as white papers, presentation and webinars that can help you address some of the most significant storage decisions. Visit the LTO Ultrium website to learn more.

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