PROTECTING VIDEO CONTENT COST EFFECTIVELY IS TOP OF MIND FOR GPM-ETV IN MOSCOW

Company Profile:
» GPM-ETV is a Moscow based entertainment television broadcaster
» Six very popular channels including TNT, TV3, Friday and Super spanning the viewing landscape from feature films to romantic comedies.

Business Needs:
» TV productions generate very large digital video capacity requirements
» Need to free up expensive disk storage space
» Need for reliable digital content archive with easy access
» Need for long-term content preservation

Solution - Results:
» Implemented two LTO tape libraries storing nearly 4 PBs
» All material of every client, source material and air masters are stored in the archive 24/7 preserving content throughout the workflow
» Duplicate copy of content is stored in each library for added protection
» Rarely used material is stored on LTO tapes outside of the library which helps conserve library space
» Can easily expand library slots and drives and upgrade to the next LTO generations making archive capacity management simple
» Cut storage costs in half (LTO solution 2 times cheaper than least expensive disk offering)

“We cut our archive cost in half with the LTO based solution and can easily access materials when needed.”

ALEKSEY KOTIKOV
LEAD ENGINEER OF THE GPM-ETV DIGITAL ARCHIVE COMPLEX
(Figure 1)