METUS MAM AND XENDATA ARCHIVE FOR SVBC

Sri Venkateswara Bhakti Channel is the pioneer devotional broadcaster of TTD (Tirumala Tirupati Devasthanams), one of the most revered temples in India. It is the first 24-hour operator dedicated to broadcasting Hindu devotional programs. These are transmitted on three different channels in the different regional languages.

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When the Metus team was first engaged, they checked the existing facilities at SVBC. There were 15 edit suites consisting predominantly of FCP machines. The live programs were transmitted from the temple and playout was via an Omneon playout server. Content was stored on video tape and digitized each day, defined by a playlist, using the DV50 format.

THE CHALLENGE

Sri Venkateswara Bhakti Channel's biggest problems were:

- Lack of quality due to long-term storage on video tapes.
- Daily workflow problems related to the daily digitization defined by a playlist.
- Difficulties finding specific footage from the vast number of video tapes that had been stored over time.

They needed a Media Asset Management and integrated digital archive system that would:

- Provide easy and automatic archiving of the digital content.
- Eliminate the need for daily ingest and digitization because the content would already be in a digital format.
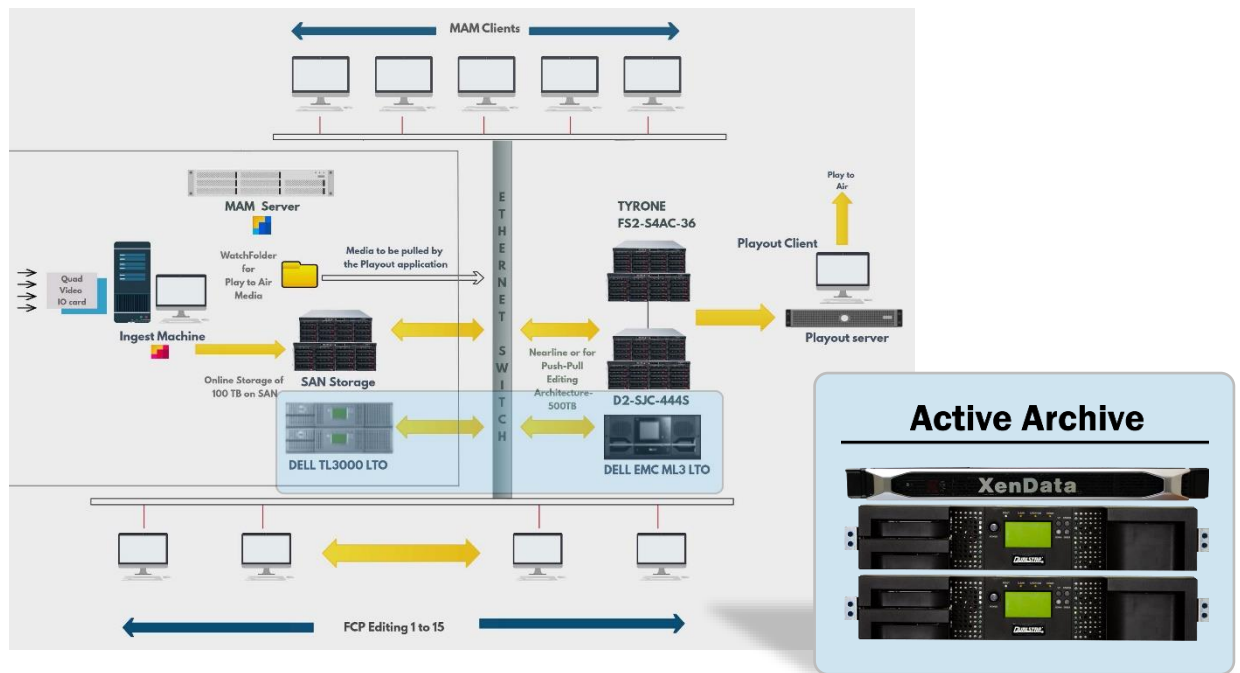- Provide extensive search capabilities, making it easy to find specific clips.

Over the years, SVBC had generated about 10,000 hours of content on video tape. At a bit rate of 50Mbps, each 1,000 hours of footage requires about 22.5 TB of digital storage. The initial requirement was to convert 5,000 hours from video tape to digital storage which required over 100 TB of usable storage capacity. This digital storage requirement was split into online storage with instant access and near-line storage which is not instantly available but can be restored without any manual intervention.

The plan was to provide about 40 TB of online storage and the remaining storage on a robotic LTO tape library which could be easily expanded to meet the growing storage needs. And the requirement was to have a MAM that was tightly integrated a with a scalable LTO archive system.

THE SOLUTION

SVBC issued a tender for a MAM that would manage online disk storage and an LTO library with 24 slots and two LTO drives. Metus responded to the tender and included XenData software which can manage the LTO library and is also ready to support any explosive growth within the solution. The Metus solution with XenData integrated was selected over several competing systems. The equipment was installed by SVBC engineers with expert guidance from the Metus team. Metus then provided detailed training on the system. After some initial teething issues, the site has been working trouble free for more than three years.

Following the initial implementation, SVBC filled both the online disk storage and the LTO tape library, which prompted them to issue another tender to increase capacities. The second tender was for an upgrade with 500 TB of production disk storage and an additional Dell robotic LTO library. Metus was pleased to win the tender for the upgrade. The LTO library upgrade was easy, as the XenData management software supports multiple LTO libraries attached to a single archive server and presents the contents in a single file system which integrates seamlessly with the Metus MAM.

THE RESULT

Over the course of three years, SVBC completely digitized their video assets, implemented a Metus MAM solution and successfully archived these assets to their two LTO libraries, orchestrated by their XenData system. This has streamlined their operation to a great extent. SVBC migrated from a video tape-based workflow to a completely digital one and now has an advanced facility suitable for their operations as a major devotional broadcaster. They have easy and automatic archiving of the digital content thanks to the Metus transparent XenData integration which gives peace of mind for SVBC's 24-hour channels.

ABOUT METUS AND XENDATA

Metus and XenData are leading software and solution providers to the media and entertainment industry.

Metus is a leading developer of file-based management, transcoding, video capture and playout solutions. Metus-powered solutions are installed in 80 countries with more than 1,200 clients.

XenData has developed a cutting-edge range of active archive solutions securely storing digital content to on-premises LTO data tape and/or cloud object storage. It has over 1,500 installations in more than 95 countries.

Metus MAM was first integrated with XenData archives in 2006. Today there are many users around the world using a Metus MAM integrated with a XenData archive.

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