



Evolphin Helps Major Broadcaster Create Searchable Workflow of 2.5 Petabytes Across Cloud and On-Premises Databases

2.5 petabytes

7M videos

12.7M photos

700k new / year

1 million files indexed per hour and auto-tiered across 4 different storage modes. Now searchable and retrievable instantly.

The Problem:

One of America's top broadcasters was looking to work with and monetize the back catalogue of one of their top performing shows. The show in question has more than 800 episodes spanning over 40 years. Given the show's status as a cultural icon, the studio has been increasingly leveraging archived footage to generate new content.

But with 2.5 petabytes of data and 7 million video files, plus an additional 12.7 million photo files, the editing team frequently found that they were unable to access archived content in time to meet critical to air deadlines. With an anticipated growth rate of 700,000 files per year, it became clear that their workflow management problems weren't going away.

The client needed their media assets indexed in-place, archived and searchable before the start of their next season.

The Solution:

One of the core tenets that the team at Evolphin lives by is the idea that creators should be able to find and work with their content instantly, regardless of where or how it is stored. With this philosophy in mind, the Evolphin team delivered a solution that 'indexed in place' all of the content on the 4 data sources without actually ingesting the content into the MAM. Previews of each file were stored in the MAM so that creators could use the MAM capabilities to search and find their assets; for the user it appeared that all of the content was actually stored centrally inside the MAM.

The final Media Asset Management (MAM) system lets users search through 40 years of media assets and find what they are looking for instantly. Clients can work with media stored across SSD, hard disk, LTO tapes, and the AWS cloud as though they were stored on their desktop.

Evolphin Zoom was able to index at a rate of 1 million files per hour to quickly get the entire archive searchable. A 2.5 petabyte library of footage which once took multiple people hours to find what they wanted can now surface any piece of content with a single click.

In cases where older footage is required, production time has been significantly reduced. Editors and producers can now spend their time doing what they do best: creating content.