



### CASE STUDY – DMC NETWORKS EUROPE, A DIVISION OF AMC NETWORKS INTERNATIONAL

## MEDIASTOR®

Suitcase TV implemented a media archive and asset management solution at the heart of the DMC operation in Amsterdam in 2006. Since then the system has grown and is now handling all content for over 70 playout channels around the world and 140 plus channels of DTH satellite TV across central Europe.

### BACKGROUND

DMC (formally known as ChelloMedia) is a multi-national broadcaster specialising in media logistics. DMC enriches more than 25000 assets each month, publish content to more than 100 affiliates and facilities and delivers over 5000 hours of programming each and every day.

Our customer strives to keep ahead of the competition by looking to improve its operation continuously. To maintain the uninterrupted supply of its existing services, the company seeks to take advantage of the latest technologies.

### THE SOLUTION

The media storage platform, asset management software and all workflow tools including workflow design expertise and technology are delivered by

Suitcase TV. DMC and Suitcase TV have been working together as partners to continuously improve and expand the system over the last years.

Media assets (video, audio, subtitles) for all channels are stored on a two-tier archive consisting of spinning disk (approx. 500 Terabyte) and LTO tape (approx. 5.5 Petabyte). Hierarchical storage management (HSM) ensures media is archived or restored fully automatically when required. The HSM is “media aware” and maintains the archive to ensure all essence files for an asset are archived on tape together to reduce retrieval times and increase archive utilisation. Media metadata is captured through interfaces with rights management and scheduling systems and throughout the media processing lifecycle, such as during ingest, edit and QC.

The media asset management system, MediaStor, manages and tracks the media at all stages of the lifecycle and retains a complete audit trail of all media processing and movement including who has done what. After using the system now for more than 10 years, the current Oracle database holds more than 100 million records.

## Workflows

There are many non-linear workflows in operation but the general lifecycle consists of the following:

- Ingest from tape to a referenced .mov. This enables multiple processes to be carried out on the media with the minimum of transcoding being required. Metadata is captured in the ingest process. Once the asset is ingested from tape the workflow is tapeless. Also MXF file are ingested from other systems.
- Browse (low resolution) copies are created during ingest and are refreshed when changes are made to the media, during editing for example. Browse copies enable access to the media over internal, external and remote networks.
- Additional language audios are received from language houses and automatically stacked with the correct video prior to QC and transmission.
- Media assets are repurposed using tools that enable timecode-specific metadata to be captured.

This enhances the value of the media asset and speeds up production of promotional media.

- Non-linear editing tools access the browse copies of the media asset to create edit decision lists that are then used to create a new asset from a copy of the original high-resolution asset.
- High-resolution transmission assets are transcoded/published into any media format or compression format required for broadcast.

**David Atkins, Technical Director at Suitcase TV, explained,** *“The length of the partnership with DMC proves that Suitcase TV has always been able to create state of the art software solutions and was able to simplify complex broadcast media processes, which differentiates us from other storage and asset management vendors. Our unique products reflects our unrivalled experience and understanding of media, workflow and broadcast technology.”*

