



CASE STUDY – SCRIPPS NETWORKS INTERACTIVE. A UK-BASED DIVISION OF SCRIPPS NETWORKS INTERNATIONAL.

MEDIASTOR®

Suitcase TV implemented a media archive and media asset management solution at the heart of the Scripps operation in London in 2013. Scripps now uses the Suitcase TV solution to process and publish content for three channels: Travel Channel, Fine Living Network and Food Network.

BACKGROUND

Suitcase TV worked in partnership with systems integrator TSL to create a full MediaStor system with powerful asset management capabilities. The installation provides a comprehensive ingest-to-publish workflow which includes compliance recording, QC and standards conversion (from US to European formats). The Suitcase TV team worked tirelessly to deliver seamless integration with the existing infrastructure which included AVID, Sinterc, Telestream, Vidcheck, Spectra Logic and Amagi.

By consolidating and streamlining the diverse manual and automated processes into a centralised database,

Suitcase TV has generated efficiencies to aid Scripps in future expansion initiatives. Thanks to MediaStor's powerful capability, Scripps is currently managing the content of three multi-regional channels.

THE SOLUTION

The Scripps MediaStor solution comprises five servers with a total capacity of almost 300TB of online storage. Offline storage is provided by a Spectra Logic T950 tape library, which is managed by the Suitcase TV Archivist application. Built-in hierarchical storage management (HSM) ensures media assets are archived or restored 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. Metadata is captured through interfaces with rights management and scheduling systems and throughout the media processing lifecycle, such as during ingest, edit and QC.

MediaStor manages and tracks the media asset throughout its lifecycle and retains a complete audit trail of all processes and movements.

Workflows

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

- The MediaStor platform embraces the concept of a “hub and spoke” workflow. Rather than imposing a process, which may only be relevant to 80% of the content, for example, MediaStor allows clients to create their own sets of rules to determine how an asset is processed before it reaches transmission.
- When content is ingested, the system generates a browse (low resolution proxy) version for use in a range of downstream processes.
- Incoming metadata is preserved in an automated process and the option to add further metadata is possible throughout the asset lifecycle.
- Upon successful completion of each stage of the process, MediaStor sends a notification to a pre-defined list of users.

- Archive – Assets are stored on a MediaStor RAID storage solution for one month before being moved to the LTO library. This happens automatically in accordance with workflow rules. If an archived asset is required at short notice, it can be restored as a priority.

Media assets are ingested into MediaStor via Avid Interplay. An external XML import from IBMS (channel management system) creates placeholders so that MediaStor knows what assets to expect. When assets arrive, MediaStor matches them with the relevant placeholders.

Each asset proceeds through the relevant workflow based on a series of preconfigured rules and triggers. These can include compliance, multi-regional language request, auto QC, auto stacking of language tracks and ‘eyes on’ QC. The asset is then sent automatically to its predefined publish destination and archived.

Sarah Deas, Senior Account Manager at Suitcase TV, explained, “Initially, the system was bought to manage a single channel. The same number of personnel are now processing assets for three channels using the MediaStor platform, which also provides Scriptcs with a full audit trail for each asset.”

