

TATA COMMUNICATIONS



CASE STUDY

MEDIA ECOSYSTEM
CONNECTS VICE MEDIA
CONTENT TO ITS
DIVERSE AUDIENCE

VICE

VICE MEDIA PIONEERS CLOUD-STORAGE-POWERED GLOBAL COLLABORATION TO ACHIEVE DIGITAL WORKFLOWS AND UNRIVALLED PROGRAMMING.

CHALLENGE

To meet today's content requirements, VICE Media needed a solution that would allow the company to collaborate globally. Versioning and replication of assets had reached unprecedented levels. Left unchecked this would have led to re-investment in expensive on-premise components.

SOLUTION

The Tata Communications Media Ecosystem, which combines Video Connect media-optimised network technology with IZO™ Cloud Storage, proved the perfect combination. Now, VICE Media programmes are made better and faster, while storage costs are contained.

BENEFITS

Tata Communications led an integration project to marry the Media Ecosystem to VICE Media applications and third-party technology, enabling transformational digital business processes.



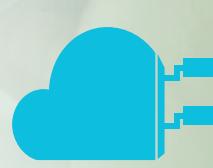
3,600-times
improvement in file
transfer speed



60% virtual
working day
extension



2-times
faster programme
production



99.999999999%
storage
durability

“Our solution with Tata Communications delivered a product that’s hedged against the future of digital workflows.”

ARIEL RUBIO, VICE PRESIDENT OF IT, VICE MEDIA

ABOUT VICE MEDIA

VICE Media is a global youth media company producing music, television, news and feature film content for use globally.

For more information go to:
www.vice.com

ENTERTAINING A 24/7 AUDIENCE

With its broadcast and over-the-top content, VICE Media targets media-savvy millennials. With endless entertainment options at their disposal the emphasis has shifted to providing engaging content that's as relevant and up-to-date as the digital world they live in.

To keep pace, VICE Media had to find ways to develop and distribute innovative content, lightning-fast. Ariel Rubio, Vice President of IT at VICE Media, explains: "There are many challenges in growing a media enterprise. Storage, asset replication, transport and delivery are industry concerns as the broadcast environment converges to a digital workspace."

Closer teamwork between editors and associates across Vice Media bureaux in London, Toronto, New York, Los Angeles and Washington D.C. was needed. In today's collaborative editorial environment, online and archive content must be instantly sharable and searchable.

DEVELOPING A STORAGE STRATEGY

Storage was always going to be the most pressing issue. The company used to keep its archives onsite, either on hardware or in legacy tape libraries dependent on location. It literally had content everywhere; but not always easily accessible and not always where it was wanted. Meanwhile, capacity was rapidly filling up on its Brooklyn-based high-performance storage architecture.

"Our workflows require access to archives, near-line and primary storage at any time," says Ariel. "Expanding primary storage, which already ran on hundreds of high-performance local disks, would have been challenging and cost prohibitive. We needed to graduate our ephemeral data while having wire-speed access to it."

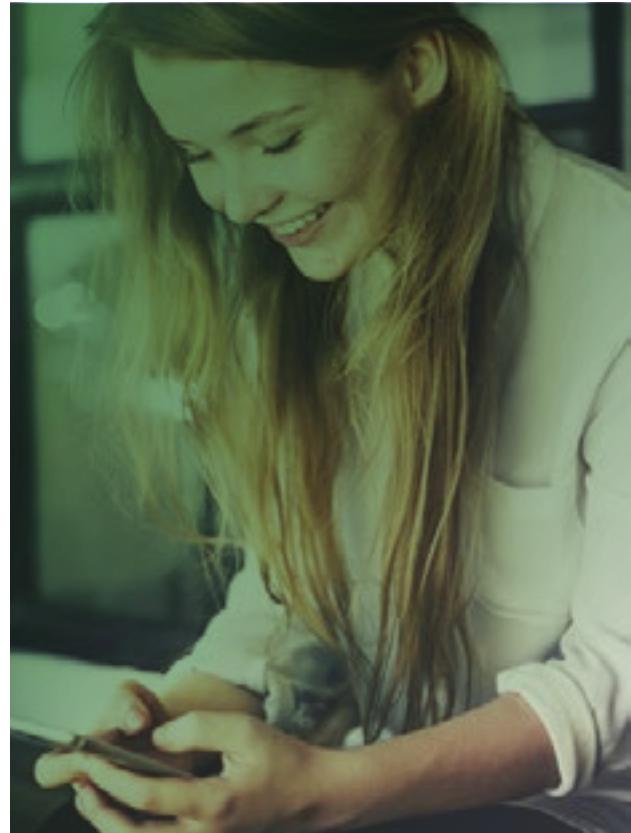
So, VICE Media chose the IP-based Tata Communications Media Ecosystem. This combines IZO™ Cloud Storage with Video Connect media-optimised network technology to help retain and replay multi-Gigabyte files in ultra-HD formats like 8K and 360° Video.

MEETING MEDIA WORKFLOW REQUIREMENTS

Scott Green, Media Ecosystem Product Head in Tata Communications, explains: "We've developed a media-centric storage architecture. It's based on IZO™ Cloud Storage, but designed to meet the specific workflow requirements of media companies. For example, content can be ingested and recalled at wire-speed."

The storage pain felt by VICE Media simply evaporated with the Media Ecosystem implementation. The company could now offload content from its expensive high-performance storage to a pure OpEx-based solution; but with none of the limitations of commodity cloud products.

Both live and archive content is now accessible by all VICE Media bureaux, whether over Video Connect or the internet. Tata Communications ensures all video files are replicated in its global data centres for 99.99999999 per cent durability. That gives VICE Media the confidence that should trouble ever strike, say, an entire building, its invaluable content assets are certain to have been preserved; intact and instantly accessible.



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TATA COMMUNICATIONS-LED INTEGRATION

A crucial element of the Media Ecosystem project for VICE Media was integration with the company's existing applications as well as new third-party products.

Leading the integration project, Tata Communications chose UDP-based file transfer acceleration technology along with intelligent scheduling algorithms to speed workflows. That created a unique end-to-end production environment for VICE Media people globally. Now, calls on content stored either in-house or in the cloud are as fast as 10Gbps, while preserving complete file integrity.

Ariel says: "The Tata Communications Media Ecosystem precisely matched our needs. Not only providing the archive solution we needed, it also gave us access to our diverse global offices interconnected as a unified mesh."

WRITE-ANYWHERE, READ-EVERYWHERE SPEEDS TIME-TO-MARKET

But that integration initiative turned out to be only half the story. Using the Media Ecosystem, VICE Media discovered a much better way to operate. In fact, with Video Connect providing an end-to-end 10Gbps network at 99.99 per cent availability it gained a write-anywhere, read-everywhere collaborative content capability.

That's accelerated time-to-market. Now, global VICE Media production teams can instantly access stored content for editing no matter where it is. Moving a large file might have taken 10 hours before; now it's done in 10 seconds. "We can collaborate exactly as if working together in the same location," says Ariel. "We get a LAN-speed experience in a global WAN environment."

That means, for example, a video project started in London can be handed over to New York for completion, gaining at least an extra five hours in a virtual working day. "The inherent flexibility we enjoy enables us to work smarter," Ariel adds. "We can produce new programmes in half the time it took using traditional network and storage technologies."

"We get a LAN-speed experience in a global WAN environment."

ARIEL RUBIO, VICE PRESIDENT OF IT, VICE MEDIA



ANTICIPATING THE FUTURE OF DIGITAL WORKFLOWS

There are substantial cost benefits too. For VICE Media to expand its on-premise storage would have taken vast capital expenditure. The Media Ecosystem usage-based pricing model avoided that. With a flat storage pricing structure, there are no additional charges for ingest or replay, making it a very attractive proposition for dynamic media companies.

Ariel Rubio confirms: "With Media Ecosystem we only pay for what we use, and we get assured access to the latest technologies."

Finally, as a fully managed service, Media Ecosystem performance is constantly monitored. VICE Media knows that should an issue arise anywhere on the network, it's proactively dealt with by teams of Tata Communications engineering specialists.

"Our solution with Tata Communications has delivered a product that's hedged against the future of digital workflows," Ariel sums up.

THE TATA COMMUNICATIONS MEDIA ECOSYSTEM

Powered by industry-leading network and cloud services, the Tata Communications Media Ecosystem provides the flexibility global companies need to evolve their media strategies. Easily integrated into existing infrastructures, it offers the ability to experiment with new formats and launch new services and channels at the touch of a button.

Using a media-centric approach to storage architecture with low disk density, each server maximises its performance for wire-speed ingest and replay. Scalability and performance per server way outstrips object storage standards. Functions like transcoding are up to 100-times faster, while over a media-optimised network archive material can be recalled virtually instantaneously for monetisation benefits.

The Media Ecosystem environment is always available, highly durable and fully secure. The customer only pays for what's stored with no per-transaction charges. Everything's more cost effective. Media supply chains and workflows are transformed. Higher production values are easily achieved. And greater creativity is sparked through company-wide collaboration.

Find out more at
<http://www.tatacommunications.com/interactive-media-ecosystem>

www.tatacommunications.com.

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