



ITV CASE STUDY

*ALTO archive forming an integral part of the
ITV linear and on-demand content supply chain*



ALTO playing a critical role in the ITV broadcast content fulfilment chain, delivering a resilient and high performance archive with low lifetime cost.

As an integrated producer broadcaster, ITV creates, owns, and distributes high quality content on multiple platforms globally. The company operates the largest commercial family of channels in the UK and delivers its content through linear television broadcasting and on demand, via the ITV Hub and across other platforms worldwide such as BritBox US.

A reliable, efficient, and economical content supply chain is an important part of ITV's linear and expanding on demand service offerings. After evaluating its options, ITV deployed fully redundant and synchronized ALTO archive systems, operating in parallel across two data centers. ALTO contributes to faster and more cost-effective access to content for fulfilment. While conventional RAID-based storage serves as ITV's production tier, used primarily for receiving and transcoding content, ALTO provides a second storage tier that maintains content for an extended of time.

Disk Archive Corporation worked with ITV to facilitate integration with other devices and platforms, and deliver an archive that has performed flawlessly since it went live in 2015. The ALTO archive continues to live up to ITV's high standards for media technology.

- ✓ **High Performance**
ALTO spins up disks in seconds, providing ITV with fast and efficient multi-user access to archived content.
- ✓ **Economical and Green**
ALTO delivers ITV a highly cost-effective archive solution with a low carbon footprint.
- ✓ **Proven Reliability**
ALTO is consistently delivering a robust, maintenance free archive at ITV, and DAC continues to be reliable partner.
- ✓ **Smooth Supply Chain Integration**
ALTO is integrated with the ITV media platform of choice and other devices to be an integral part of an efficient supply chain.

"In all our technology purchasing decisions, we look to pick best-of-breed solutions with good architectural foundations." says Kevin Kennedy, Head of Content Technology and Delivery, ITV. "ALTO is a very good archive, and we've been happy with the support we've received from Disk Archive."



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The Challenge

ITV needed reliable, low-maintenance archive storage that could help the company address two concerns. First, the company needed to free up space on its work-in-progress digital storage system for newer and more frequently accessed content, while maintaining economical, random access to the content. Second, the company needed a longer-term repository for digital content so that it could reduce the time and significant costs associated with re-delivery of digital content from its content service provider.

As part of the ITV larger storage strategy, the new solution had to facilitate an overall shift away from physical tape. To ensure the security and availability of content, the solution also had to enable deployment in a configuration that would support smooth disaster recovery. Finally, because ITV focuses on choosing best-of-breed solutions, with its platform team building out the infrastructure that supports all the company's applications and services, the storage solution had to be easy to interface and work with.

ABOUT DISK ARCHIVE CORPORATION

Disk Archive Corporation specializes in developing high availability, high security archive solutions for demanding media and data files. With over 300 system installations worldwide, the ALTO product range is proven to provide the secure and reliable archive storage that meets the high performance and low carbon footprint that modern media-using organisations of all sizes demand, with the lowest lifetime cost of ownership of any archiving technology or service provision on the market.

The Solution

The installed solution comprises four ALTO system enclosures and four ALTO expansion enclosures, locally populated with 8TB disk drives. ITV has integrated ALTO with the Vidispine media asset management platform from Arvato Systems and with its preferred choice of monitoring and alerting devices.

In ITV's current workflow, content for broadcast and international distribution is standardized by a content service provider and delivered to the work-in-progress storage. From there, content is ingested into the asset management system and delivered to ITV's transmission playout provider. At that point, content also is copied onto the ALTO system and archived onto the digital preservation archive. When content is no longer needed for fulfilment, it is removed from the work in progress storage and retained on the ALTO system. Using policy-based media management, ITV deletes from the ALTO system any content that hasn't been used for about six months.

Giving ITV a resilient, easy-to-use archive solution with minimal upkeep and maximum uptime, ALTO plays a critical role in supporting the company's broadcast content fulfilment chain. This includes linear broadcasts in the UK, international channels, video on demand services such as the ITV Hub platform in the UK, and delivery to ITV partners.

CONTACT US

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