

# 2009 Creative STORAGE<sup>SM</sup> CONFERENCE

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**Howard Twine, Product Manager, Software Generation Ltd (SGL)**

## **TITLE: Longevity for Media Archives**

### **ABSTRACT**

The role of the archive has evolved rapidly, delivering not only new revenue opportunities but crucial conservation of historical and cultural archives that have lain dormant for many years. The economic downturn means that now more than ever cost saving is a huge issue; facilities need to create new revenue opportunities whilst reducing costs - old devices that take up vast floor space are redundant in both technical and ecological terms. Open solutions enable broadcasters to choose best of breed for their infrastructure and the workflow becomes green. By using a central archive, broadcasters can wrap an open architecture around their workflow, thereby increasing productivity, and enabling them to better manage assets, have confidence that assets are protected, increase ROI and be environmentally aware.

Video server technology can be replaced, files can be transcoded or rewrapped once ingested. But what about the central repository that holds all of a facility's valuable assets? The archive. How can this outlast the peripheral technology? Certainly, the architecture can offer flexibility in terms of new storage technologies and lower power consumption storage solutions. New drivers can be written and updated for those systems that use them, for others the adoption of new transfer protocols to facilitate faster data transfers are required. However, the data held within these storage components (Near-Line spinning disk and Tape Libraries) must still be available throughout these changes. How can this be achieved without 'breaking' the existing connections between the archive and its serving systems (like Media Asset Management or Automation systems)?

In this paper, SGL's Product Manager Howard Twine will look at these points in detail. The answer lies with the control interfaces to the archive itself, the APIs. One point of contact is no longer enough. With increasing metadata payloads, more adaptable protocols have to be provided. These interfaces have to be as scalable as the underlying architecture of the archive itself. Enter the Extensible Markup Language Application Program Interface (XML API). Along with an open-minded approach to product development (something which most companies in broadcast manufacturing possess) XML offers more flexibility for third party interfaces than has previously been offered. As the demands on the archive change, as the technology around it changes, it is possible to adapt the XML messaging to systems like Media Asset Management solutions without changing the business operation of the archive. Content is still put into the archive and can still be restored from it.

### **BIOGRAPHY**

A well known industry figure, Howard Twine has held key roles with well known companies in the broadcast sector. Prior to joining SGL, Twine was Product Manager at Pro-Bel where he was responsible for the Morpheus range of Automation and Media Asset Management solutions. Before this, he was Project Manager at TransMedia Dynamics, and was involved in the integration of broadcast and IT hardware with an extensive Media Asset Management and Workflow software application. He also held a key role at Edifs where he was Head of Applications and prior to this he spent four years at Leitch Europe as Product Manager and Business Development Manager.