



Creative Storage Conference

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Media Storage Growth Opportunities

Streaming Media

WHO: Aggregators:
Cable/ Satellite, Telco/
Service Providers,
Internet Services

PROJECTS: IPTV, VoD/
CoIP, Mobile video,
WebTV, CDN

PRODUCTS: SS, Galaxy,
Thumper, SAM-Q

SOLUTIONS: Adobe,
Alcatel PV, iMake,
Seachange, C-COR (fut)

Digitization - Archive

WHO: Content Owners:
TV, News and Sports
Programmers, Film
Studios, Public Media

PROJECTS: Film, News,
and Sports archives,
Cultural archives

PRODUCTS: STK, NAS,
SAM-Q, Thumper

SOLUTIONS: DCA Archive
OEMs

Digitization - Production

WHO: Brand & specialty
Content Owners and
producers, moving to file-
based workflow

PROJECTS: Transcoding
for distribution to HD/
cable, mobile, iTunes

PRODUCTS: STK, SAM-Q
Honeycomb, Thumper

SOLUTIONS: Agnostic
Media, OEMs and SIs

The Long Tail

Preserve/ Protect

File-based Workflow

Build End-to-End Media Value Chain

- Build off Existing STK partners
 - Expand storage adoption, ie Thumper, Honeycomb
 - Expand 4S adoption, ie Galaxy, JES
 - Expand GTM, beyond Broadcasters to Service Providers
- Recruit new storage partners and ISVs
 - Storage adoption, STK, Thumper, Honeycomb, NAS
 - 4S adoption, Galaxy, JES
 - New GTM solutions such as transcoding, ad insertion

Movie archiving and storage

- **Problem Statement**
 - Filmed entertainment is digital throughout manufacturing lifecycle, becoming film only for theatrical distribution and archiving.
 - Limitations and requirements
 - A film archive degrades. This degradation can be managed but not deterred. Digitally-archived content does not degrade. Ever.
- **Current State**
 - Current digital image archive technology is used in many valuable industries. It is mature, proven and in-use
 - Entertainment has a strong belief that only film can provide decades-long archive – and that it always will be available

Movie archiving and storage

- **Future State**
 - Enables
 - Making the entire archive infinitely renewable and constantly accessible for repurposing, ensuring its place as a revenue vehicle rather than a cost line-item
 - Business change impacts
 - Enables new business models based on fast access to all digitally-archived material from any device in any format at any time in any place
 - Branding, Marketing, Stock, etc.
- Technical challenges to achieve
 - **NO** technical challenges exist to implement a digital content archive – only emotional challenges

Movie archiving and storage

- **Business benefits**
 - infinite renewability – the archived content is available forever
 - Universal access to archived content
 - Content can be proxied and stored or proxied on-the-fly by transcoding to any device, etc., broadening the prospect and customer set indefinitely for all archived content.
 - If it's easier to use and easier to access and already in the format required for repurposing, it'll be used more and more often and create revenue for current and future business models

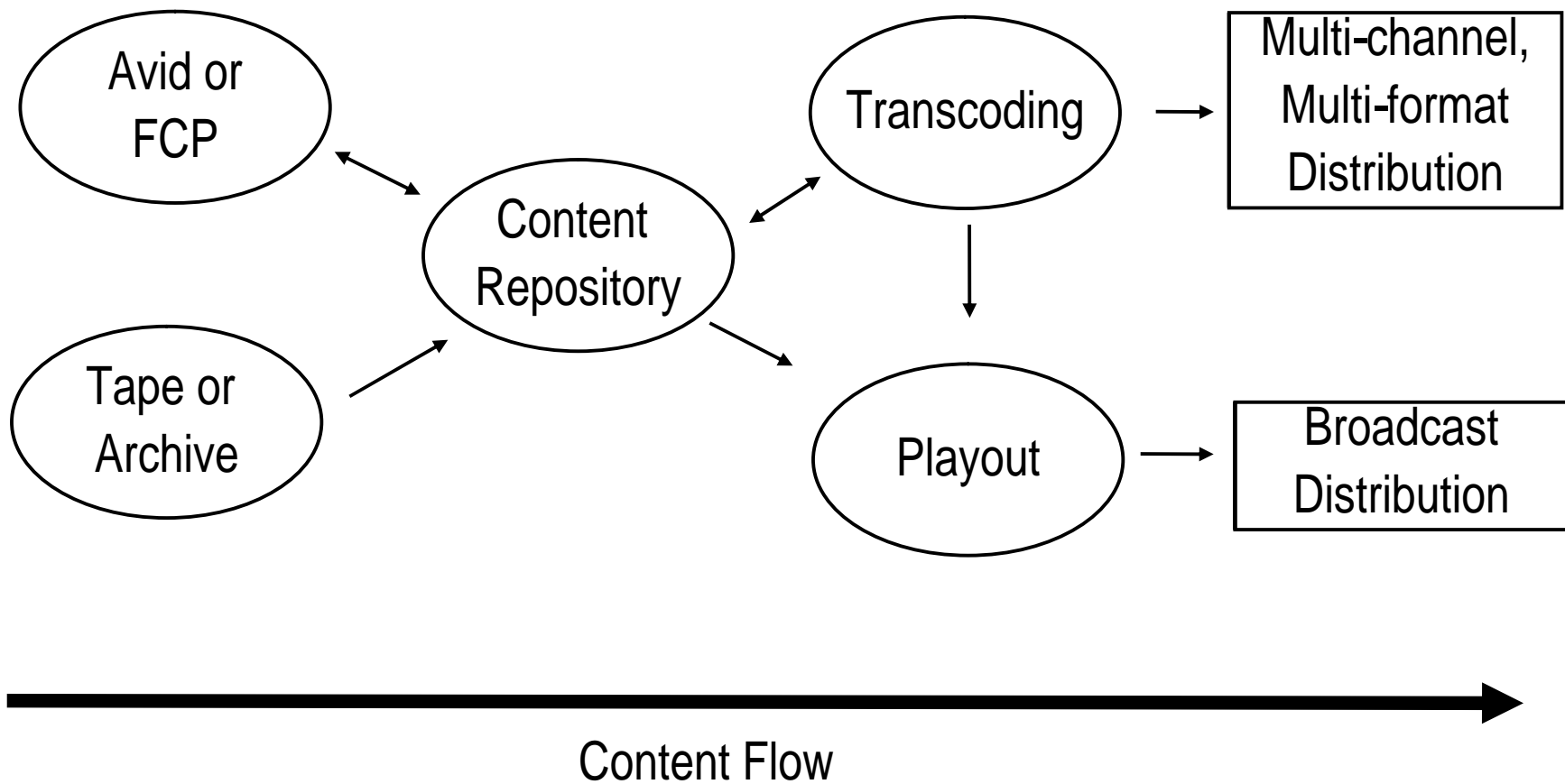
Movie archiving and storage

- **Technical benefits**
 - infinite renewability – the archived content is available forever
 - Universal access to archived content
 - Content can be proxied and stored for later access, or proxied on-the-fly by transcoding to any device, etc., broadening the prospect and customer set infinitely for all archived content.
 - Like a film archive, proper archiving procedures will ensure long-term content availability
 - Unlike a film archive, “long-term” is “forever”

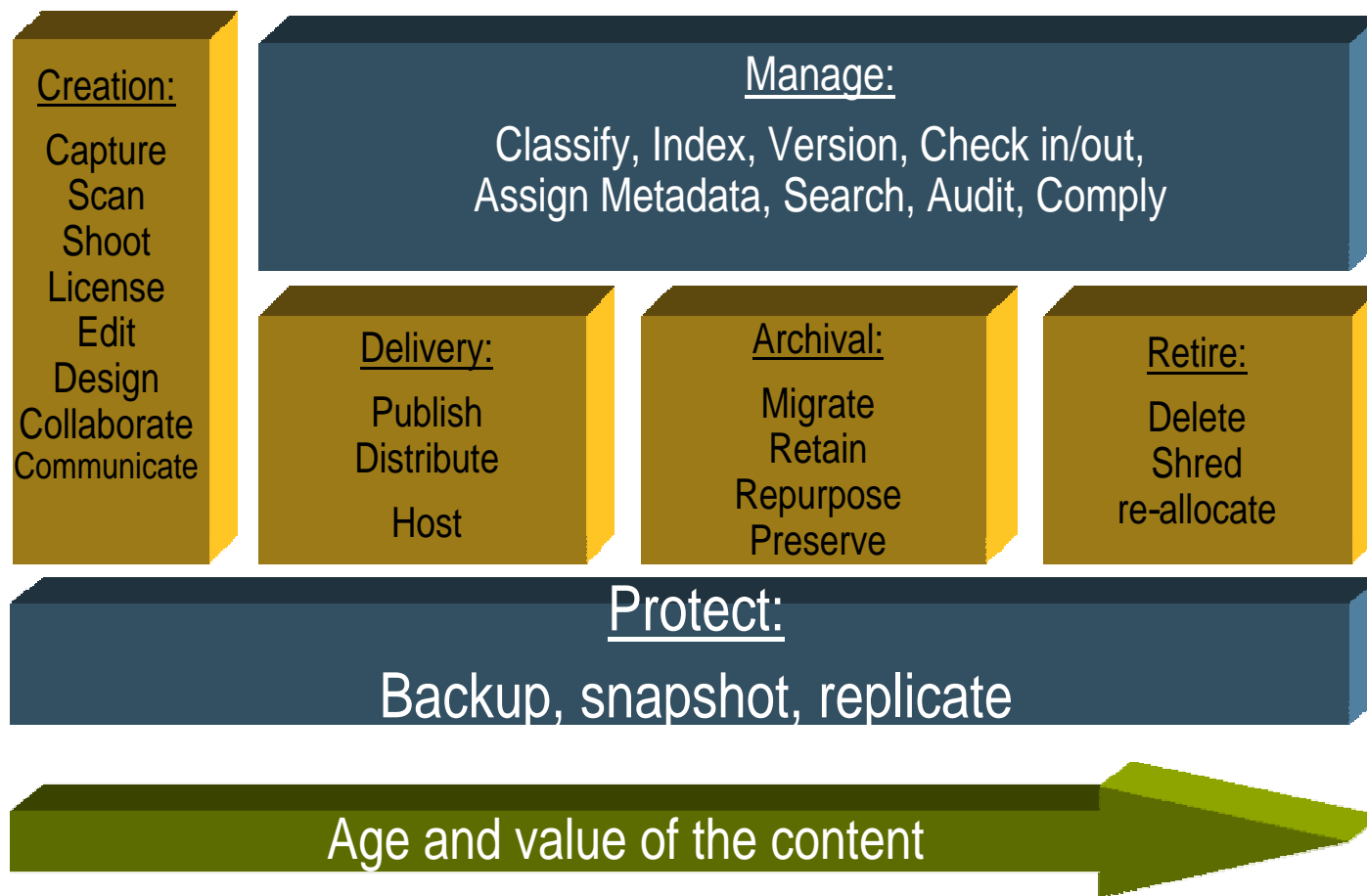
What is the DAM RA?

- A set of defined interfaces and code to facilitate the integration of disparate systems within the content creation workflow.
- Based on standards to ensure interoperability.
- Application sizing and testing to ensure that the components are properly configured.
- An eco-system of partners selected to support multiple application requirements.

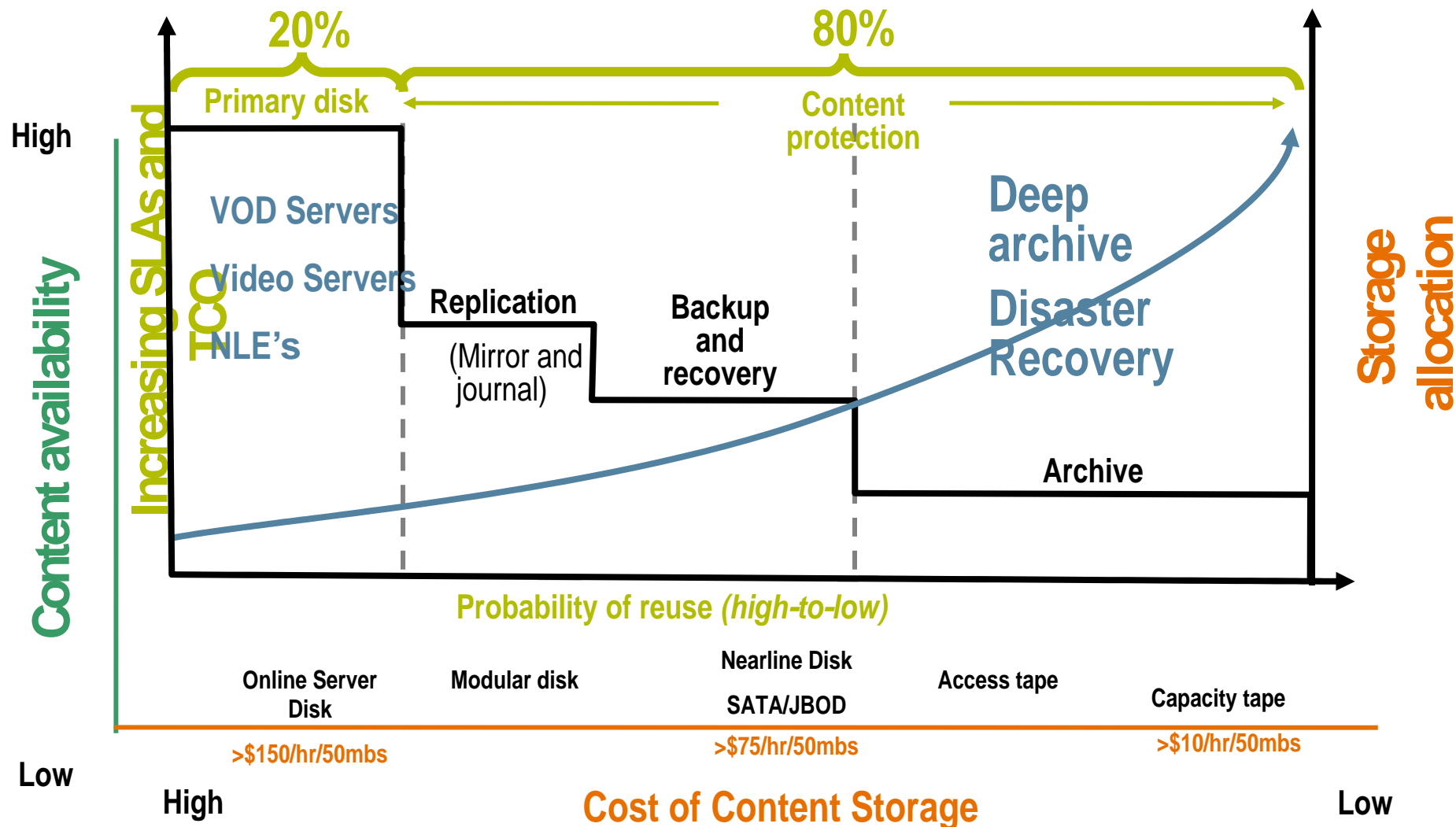
DAM RA – A Workflow Perspective



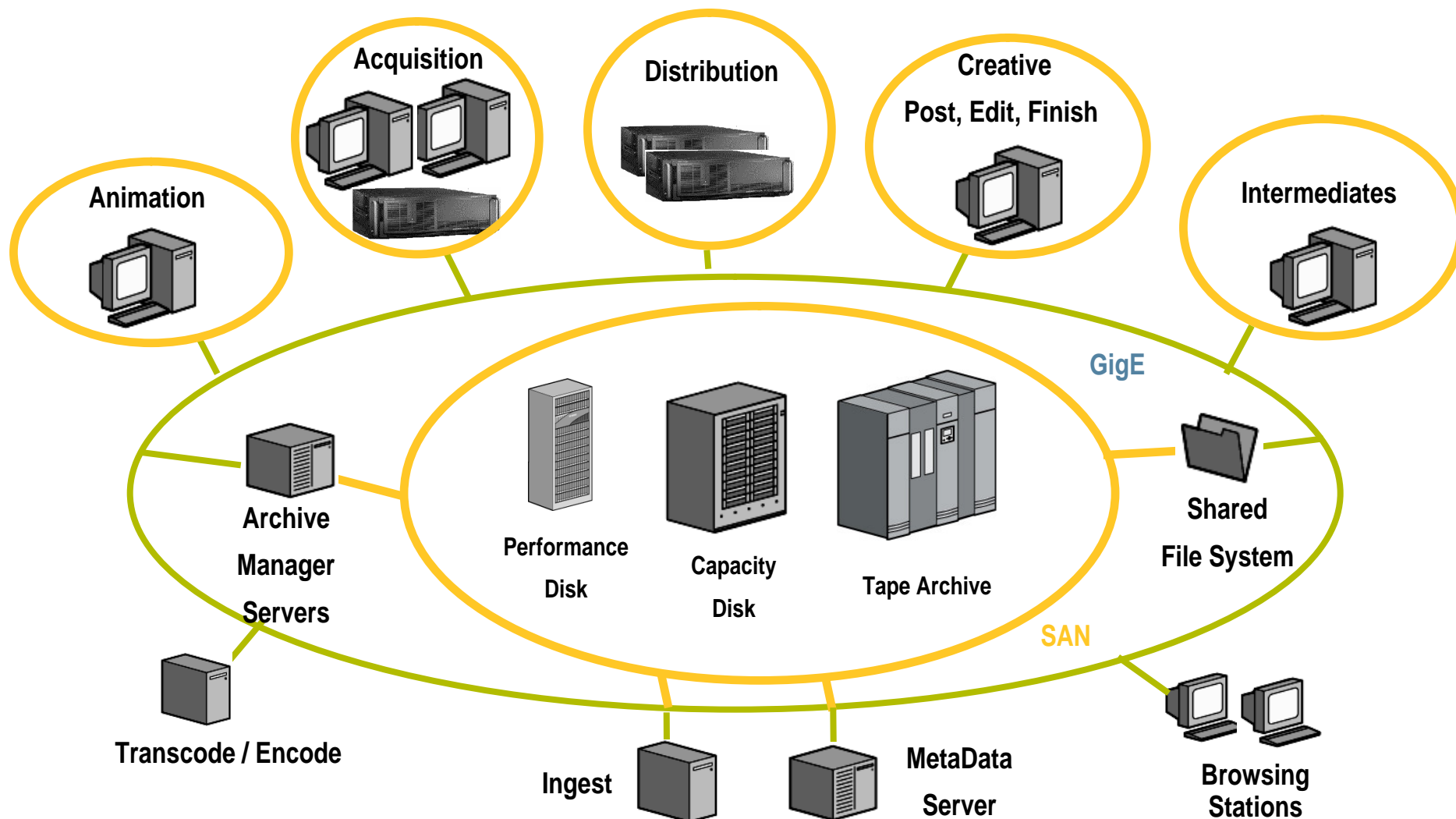
Content Lifecycle Management (CLM): Media Management and Archival Model



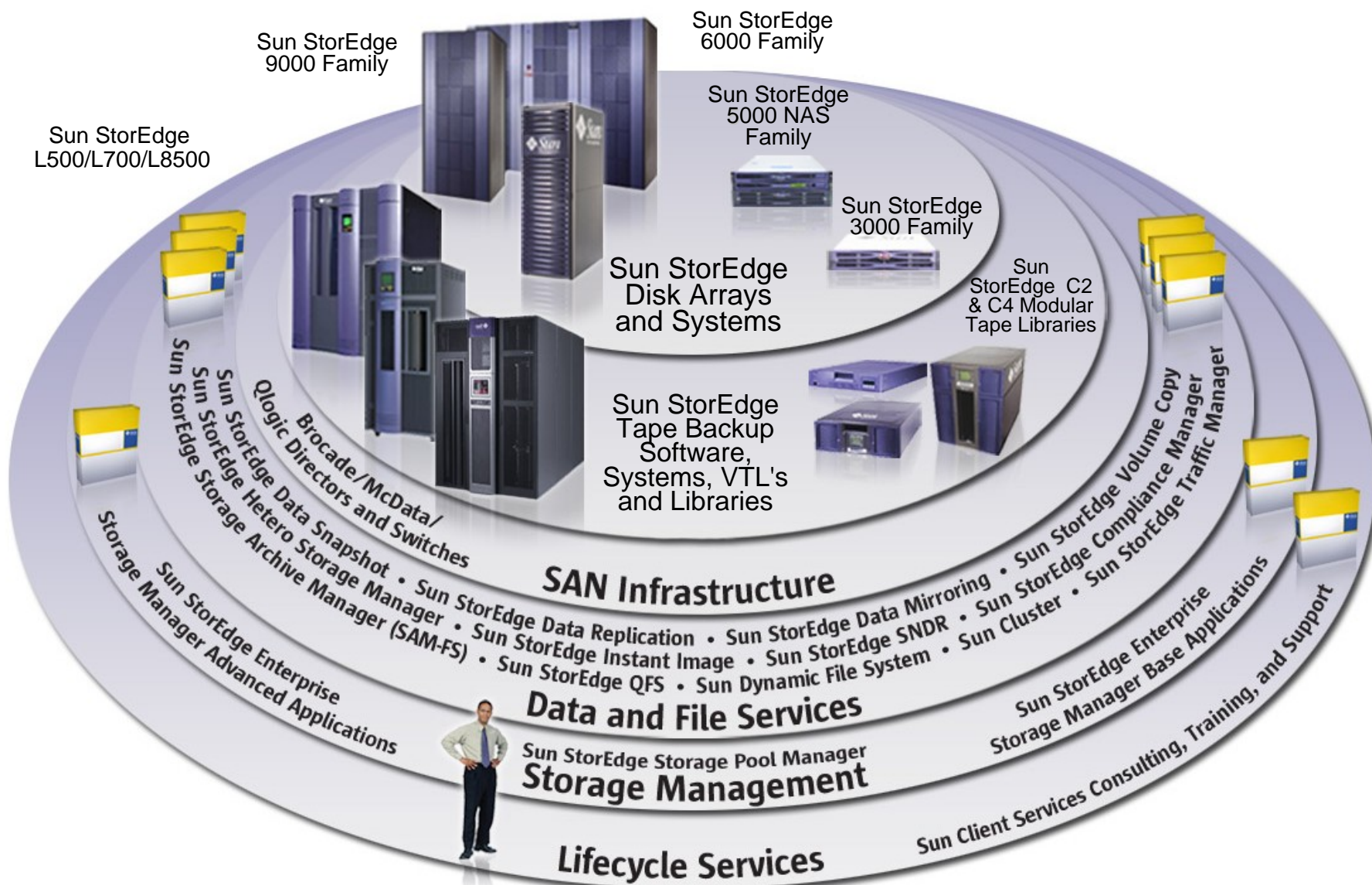
Align content classification with cost of storage Increase margin per title



Digital Architectural Overview



Sun's Complete Storage Portfolio



Thumper (aka X4500)

- Creating a new category of server – the Data Server
- Best Server Data Throughput and Storage Density
- Challenging the \$2/GB barrier including the server, switches and HBAs
- Standard platform and common systems management capabilities



Application Aware Programmable Storage



Honeycomb (aka Sun Fire X5800)

- World's first programmable storage
 - > Extensible metadata and query
 - > Application extensibility
- Load-balanced horizontal scaling
- Dramatically reduced TCO
 - > Minimized administrative burden
 - > Deferred service model
- Extreme reliability through self-healing
- For large-scale repository applications



Thank You !

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