

Use case:

Media & Entertainment migration to Azure with Azure Data Box



Manage media libraries of both old and new technologies

The Media and Entertainment (M&E) industry is in the midst of a digital transformation, as new technologies bring unprecedented opportunities to light. At the same time, massive amounts of intellectual property is stored in existing media libraries, which must be maintained and also updated and improved to become an ever greater source of value.

M&E professionals managing these vast media libraries—with content stored on film, tape, and disk—aren't always able to keep up with requests to find, access, and reuse content. This is one reason M&E managers are moving content to the cloud. This is reflected in a recent Avid customer association poll, which shows that 71 percent of media professionals are considering moving part of their infrastructure or workflow to the cloud in the near term.¹

Store, manage, analyze, reuse, and distribute content

Azure offers the best platform for M&E. It provides a reliable, secure, and cost-effective method to maintain and manage media and entertainment content. Azure's pay-as-you-go, Opex-based pricing model pricing structure virtually eliminates overprovisioning, and Azure's analytics and other cognitive tools can further enhance the value of media content.

Azure's media tools include analytics, cognitive services, indexing, facial recognition, closed captioning, and more. Tools can be used in real-time, adding substantial value to media content and increasing customer satisfaction. For example, closed captioning can be added to video while it's streamed to viewers.

And with more datacenters in more regions all around the world, Azure is ready when you have media requirements, whether that means production, post-production, or distribution.

"71 percent of media professionals are considering moving part of their infrastructure or workflow to the cloud in the near term."

¹ Hill, M. (2017). Avid releases results of customer association vote. [online] Newscaststudio.com. Available at: <http://www.newscaststudio.com/2017/07/06/avid-customer-association-vote/> [Accessed 11 Dec. 2017].

Your options for data migration



Small: Data Box Disk – 8 TB



Medium: Data Box – 100 TB



Large: Data Box Heavy – 1 PB

Media and Entertainment thrives in the cloud. But before it can take advantage of cloud benefits, media must be moved into the cloud. And moving media into the cloud can be a challenge, especially in limited network bandwidth situations. This is especially true when moving the initial big chunk of media data, which can be tens or hundreds of terabytes—or even petabytes—in size.

For example, moving 1 PB of media data over a network with 100 Mbps of available bandwidth will take over three years to complete. In the fast-paced world of M&E, that's not an option.

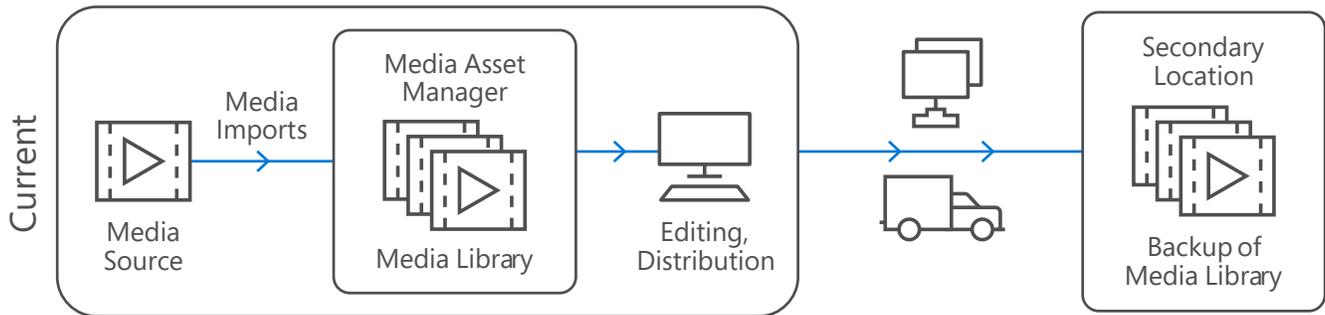
Data Box devices are designed to move large amounts of data from your datacenter, colo, or vault, into Azure. They are simple to order and use, help keep your data secure with Advanced Encryption Standard (AES) encryption and post-upload device sanitization, and offer high-speed connectivity for moving data into the cloud efficiently.

They come in small, medium, and large sizes; one is perfect for your needs:

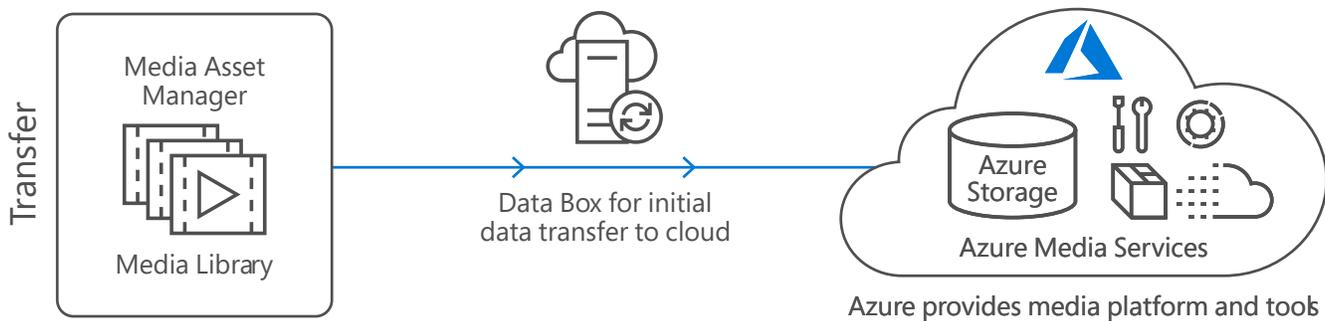
- Small: Data Box Disk—a small form factor 8 TB SSD, orderable in sets of five
- Medium: Data Box—a ruggedized, highly secure 100 TB portable device
- Large: Data Box Heavy—a 1 PB device for lifting massive data payloads to Azure

Once the initial bulk data has been uploaded into Azure using a Data Box, the ongoing media transfers will use the network to transfer incremental updates to the cloud, as illustrated in the diagrams on the following page.

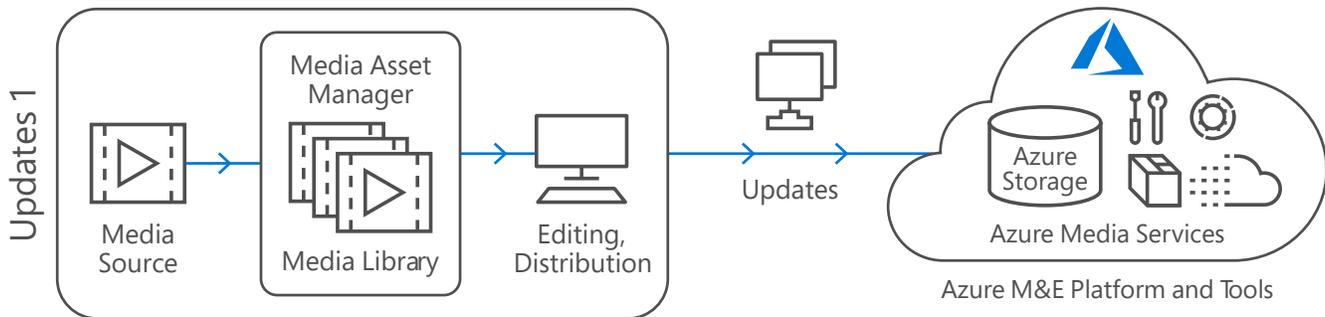
How it works: Data Box facilitates archive migration into Azure



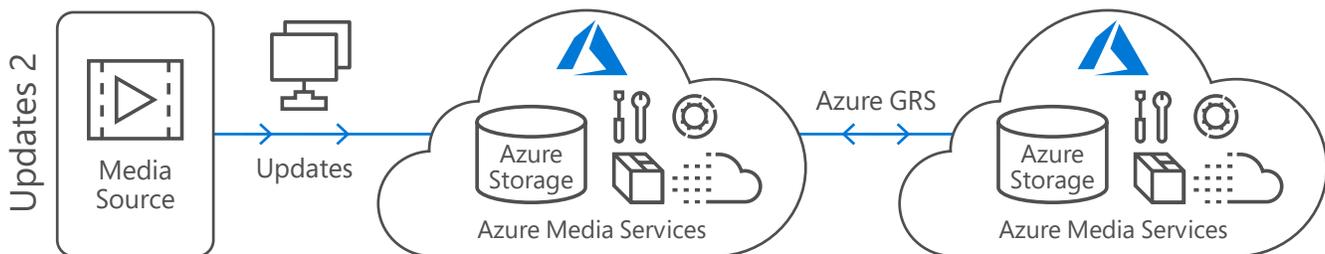
Current State: Maintaining shared M&E data across multiple data centers is neither cost- nor time-efficient.



Data Box facilitates M&E data migration into Azure. Users can now take advantage of Azure platform and tools.



Media updates are sent via the network and managed in Azure, enabling media storage and tools.



Azure provides second geo for redundancy;
Azure services manage, analyze, distribute content.

For redundancy, media can be stored in a second geographical location. Both Azure sites can access media tools.

Azure partners integrate with Data Box

A variety of Azure partners offer products and services integrated with Data Box to make data management easier, faster, and better. The Data Box partner page contains a list of Azure Data Box partners who specialize in big data and other Azure-related products and services.

Partner-driven media migration services:

You can also work with media specialist partners to move data to Azure from any media: video tapes, optical drives, hard disks, or film. Find out more at <http://azure.microsoft.com/services/storage/databox/offline-media-import>.

Partner	Country/Region
eMag Solutions	US, EU, Asia
Interica	US, EU, Asia
Iron Mountain	US, EU, Asia
Trusted Data Solutions (TDS)	US, UK, Asia
Tronix Data	US, EU, Asia
XenData	US

Summary

The Azure cloud is an excellent platform for media and entertainment data, providing a safe, cost-effective storage repository for your media masterpieces and also tools to analyze and extract the maximum value from your media-based data.

However, moving large media datasets into Azure can present a challenge. The data—which can be terabytes and even petabytes in size—can take an unacceptably long time to move across the network, especially in limited bandwidth scenarios. In those cases, when the network isn't an option, the Data Box family offers several fast, simple and secure options to transport large amounts of data into Azure.

Learn more about the Azure Data Box family

To learn more about how Data Box devices can help your data transfer challenges, go to <http://azure.com/DataBox>.