

Content Storage in the Media & Entertainment Industry Statement of Direction

IDC believes that amount of digital information created annually will grow by a factor of 44 from 2009 to 2020, as all major forms of media complete the transition from analog to digital.

The media and entertainment (M&E) industry is undergoing tremendous transformation as consumers suddenly have access to a multitude of distribution channels at very low cost. Media companies require a storage platform that can securely store manage media assets from the moment they're captured by a camera through when they are finally viewed by consumers via their preferred digital device.

The Future of Content Storage in Media and Entertainment

- Transparent and cost effective management of large and growing content and metadata repositories without the need to be concerned about where content and metadata is physically stored and located
- Central repository for all content and metadata so that content can be created once, but distribution can be unlimited
- Metadata management with emerging industry open standards
- Ability to manage end-to-end workflows, including multi-channel advertising, lifecycle and inventory management, planning, forecasting, and personalized process automation

For content providers, the need to optimize workflow efficiencies while simultaneously monetizing new revenue streams has never been so difficult, yet so necessary. Arguably, many of the industry's issues can be traced back to an IT infrastructure that is ripe for consolidation – as too many point solutions have helped create a fractured business model. While these point solutions undoubtedly have their individual domain expertise, they are inherently incapable of understanding their customers' overall content storage and processing needs, and do not appreciate the value of content and metadata outside of their own domain. In other words, the evolutionary end of the road for point solutions is coming in favor of a better creation-to-consumer or glass-to-glass approach.

Storage Perfect Storm

The evolution in digital technology has outpaced the ability of business processes to adapt to it. Consumers now demand flexible media thanks to personal computers, mobile devices, and digital broadcasting. Their demands also fuel the need for new advertising systems, more advanced media tracking and analysis, and the co-existence of linear and non-linear content creation and editing. Such a rapid transformation creates uncertainty and risks. Today, many of these risks manifest themselves as:

- Disparate applications and business processes
- Siloed sales, order management, inventory, fulfillment, and reconciliation systems
- Processes complicated by multiple advertising sales and delivery channels
- Dependence on manual and disparate legacy systems that may be decades old

Even though the M&E industry has some of the largest content growth rates of any industry, today's point solutions do not scale well, and are incapable of handling large amounts of content and metadata or multiple tiers of storage. Storage issues are becoming even more pronounced as M&E companies

Secure Content Storage is an integrated software and hardware platform that securely and cost effectively manages large volumes of digital assets throughout their entire lifecycle, from creation to archive.

- Point solutions can't manage large amounts of data or different tiers of storage
- Too many points of control for managing data increases cost and complexity
- Storage islands create essence and metadata disconnects
- Proprietary metadata causes additional re-work as it is transferred between formats
- No understanding of when data can be moved to less expensive storage
- No integration between front office and back office functions
- Limited or no file sharing
- Long-term preservation is a serious issue for content that is "born digital"

claim the transition to high-definition video content will be the most significant impact to their business in the next three years.

Where Do We Go From Here? Secure Content Storage

What Oracle envisions is a platform that has the mission of becoming the standard content management platform for the M&E industry. For this platform to be successful, it must be *complete, integrated, and based on open standards*. Oracle has the capability and intention to execute against each of these requirements.

Oracle's vision for a complete solution expands well beyond what current point solutions consider "complete" today. The content storage platform will be a real-time, production, distribution, delivery, and archiving platform. This gives customers their first opportunity ever to have a single platform to manage content from creation-to-consumer or glass-to-glass. In addition, a complete solution will need to meet requirements that are specific to the M&E industry. For example, real-time video transactions have much larger content objects than traditional IT and transaction environments. The content storage platform must have enough higher performance storage to ingest data from several of today's most advanced cameras in real-time.

For a solution to be truly complete, it must also be tightly integrated. A content storage platform has several different integration points. Integration between various Oracle products is just a starting point. It is assumed that a single, consolidated platform will be easy to manage. Oracle realizes that along with high performance storage there needs to be cost effective storage device tiers to manage the thousands of hours of content and metadata that M&E customers accumulate. All storage will be integrated so the user never needs to be concerned about where a particular piece of content or metadata is physically stored or located. The content storage repository will also require integration with third-party digital asset management (DAM) and other applications. Fortunately for customers and Oracle, many of those DAMs and applications are already built on Oracle databases and software so the integration could be smooth. Finally, the platform will have a specific software stack for the M&E industry so that the storage is integrated with various industry formats and open standards such as MXF, JPEG2000, etc.

Conclusion

Oracle has decades of experience building complete, integrated solutions based on open standards. Oracle already owns most of the applications and product technologies necessary to build the content repository architecture required by the industry.

Please provide your feedback about a content storage platform from Oracle.

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