



Digital workflow transformation for media networks from IBM

[Executive summary](#) [Business view](#) [Technical details](#)

The issues

Serving the digital cause

Your audience wants content delivered in many different ways: interactive TV, instant news and weather, video on demand, and something new they'll think up tomorrow. An integrated digital media architecture provides an efficient means to all those ends. IBM, as a leading provider of digital solutions, can help you meet these demands and assist in streamlining your production operations and costs.

The benchmark

IBM knows digital media

What sets IBM apart?

- We have 1,500 digital media specialists devoted to creating innovative solutions for the high-quality capture, storage and content management of digital assets.
- The National Television Academy singled out IBM for its "Station-in-a-Box" on demand solution, which helped launch the Warner Bros. Television Network. The IBM solution allowed Warner Bros. to reach new markets in the United States and transform the way digital programming and advertising are managed, customized and distributed.
- During the 2005 Digital Asset Management Symposium in London, two of our premier digital broadcast projects, Seoul Broadcast Systems (SBS, South Korea) and Sveriges Television (SVT, Sweden), were recognized as best practices in news production and archiving among 353 of the world's broadcasters that have implemented digital asset management. 1

The components

The right tools for the job

When the goal is to get content to consumers when and how they want it, IBM offers a host of products, systems and services that can be combined and tailored for each step of the process.

- IBM System p™ and System x™ servers running Linux® and Microsoft® Windows®—providing a cost-effective, scalable, open-source single platform solution for high availability
- IBM IntelliStation® Pro Workstations, which offer maximum flexibility with a selection from AMD or Intel® processors in single or dual-processor configurations
- IBM storage area network (SAN) and network attached storage (NAS) devices
- IBM Tivoli® SANergy®, FAStT900 storage array and LTO2 tape storage
- IBM Tivoli Storage Manager to manage robotic data tape libraries in a near-line storage system
- IBM Digital Media Center provides broadcasters with an open pool of shared storage, concurrent access to incoming video materials
- IBM DB2®, IBM WebSphere® Application Server and IBM Tivoli

system management solutions for monitoring overall system performance

Specific tasks and situations include integration of software from IBM partner companies, such as:

- Ardeno ARDOME (Ardeno Open Media Environment) for IT-based production and archiving
- Quintiq Broadcast Solution and ScheduALL for planning people and resources
- Thomson Grass Valley digital broadcasting solutions
- Mediastream for webcasting and streaming media
- Telestream media encoding, transcoding and delivery solutions
- Adobe® for video editing and effects
- Apple for video editing and effects
- Avid for video editing and effects
- Sony digital broadcasting solutions
- Jutel RadioMan for radio content production, management and broadcasting workflow

The implementation

Offering more on demand

In 2006, one of the major broadcast networks in the United States expanded its high definition (HD) digital archive system, co-designed with IBM, to enable content from its most valuable properties to be available on demand for repurposing and further distribution.

This digital archive solution features IBM TotalStorage® Linear Tape Open (LTO) Ultrium storage technology connected to the industry-standard IBM System x environment running Linux. This allows faster transfer of large volumes of data and information.

In addition, the solution includes IBM DB2 software for database and information management, IBM WebSphere middleware and IBM Tivoli Storage Manager to help manage the archived content and information.

The cost of ownership

Make digital workflows work for you

How do you expedite production, improve content and store massive amounts of data while keeping cost of ownership in line? The IBM digital workflow solution is designed to work IT magic. Here are just a few examples.

- Digital file sharing can help shorten time-to-air of new programming by allowing content to be accessed by multiple clients.
- Consolidating into a single, scalable infrastructure can help reduce costs by replacing proprietary equipment with open-source IT servers and storage.
- Replacing niche processes spread over multiple departments with a collaborative, dynamic automated workflow means that everyone shares the same information, helping save both time and money.

Next steps

Questions about this solution? [Contact an IBM media and entertainment specialist.](#)