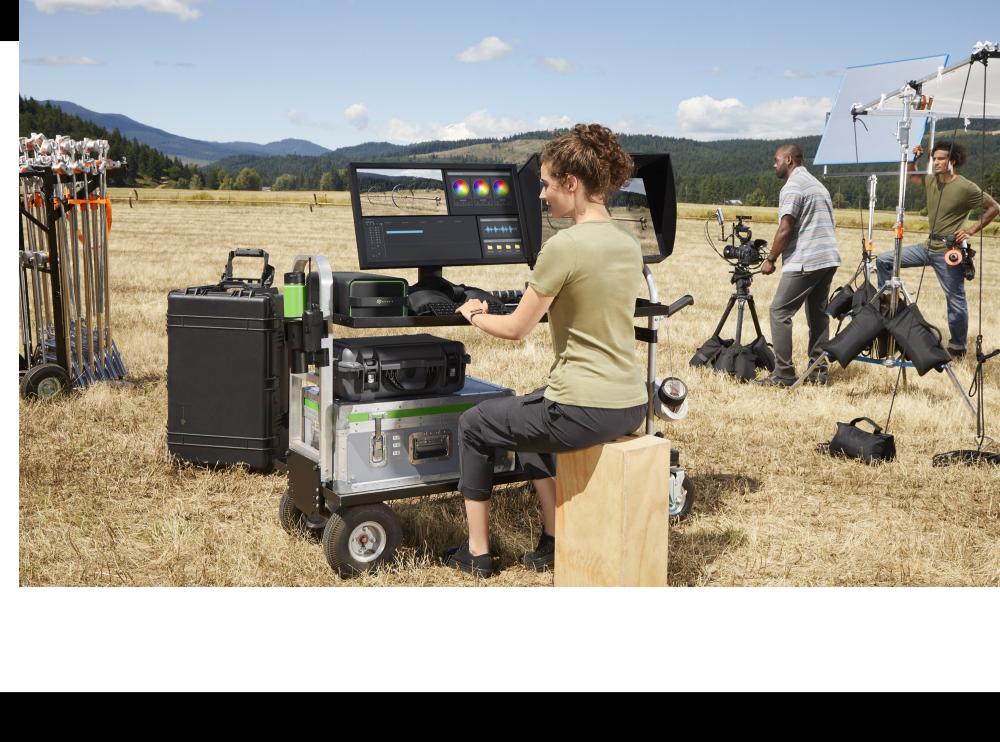


Case Study

# Unscripted Programming Moves Media in an Unconventional Way For media companies, the ability to consolidate, transcode, and transfer multi-

camera footage from the set to post-production in a streamlined and economical way is a key to success. Seagate Lyve™ was the collaborative storage and data transfer service the television division of a Hollywood-based media business relied on to modernize and cost-optimize its media operations.

29 April, 2024





### shipping logistics. Reduced the physical transfer

**Key Concepts** 

timeline—from set to post to archive—by many weeks.

Simplified on-set media aggregation and

Secured delivery to the processing center with up to 1.3 GB/s—3 GB/s of throughput.

Expedited workflow from set to post exponentially.

## Growing Demand for Streaming Content At the heart of this global film and television production and distribution company is

Their Story

### accelerate timelines to keep pace.

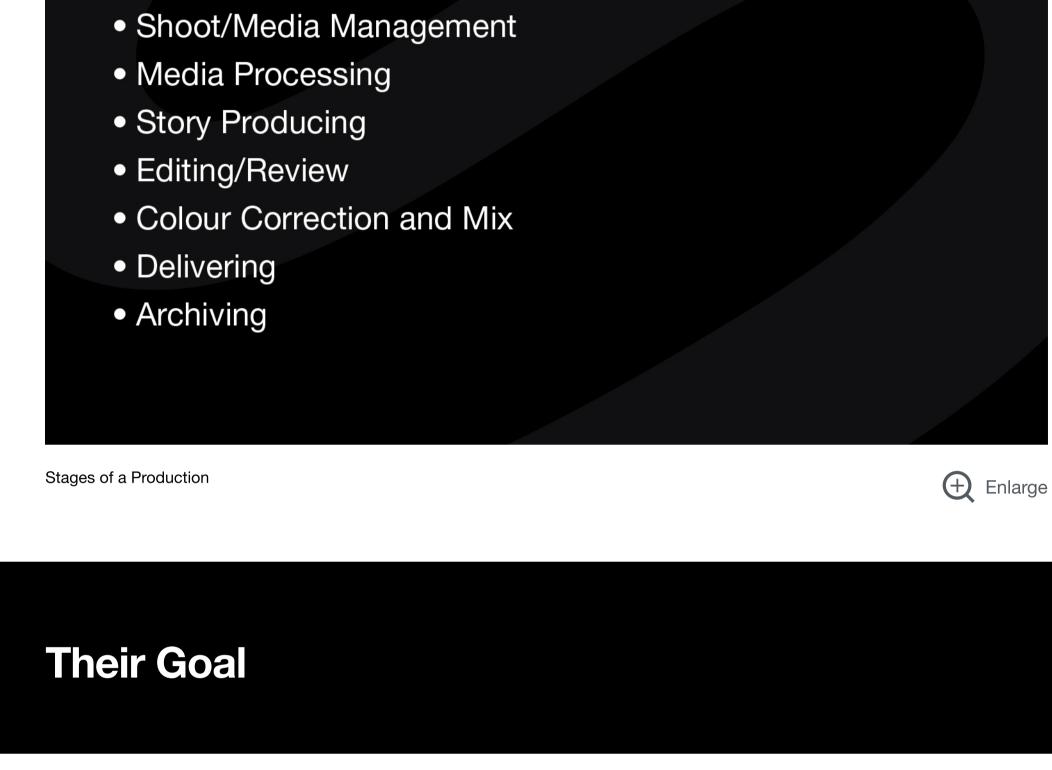
Pre-Production

Stages of a Production

the development of a wide range of cutting-edge television programs across all

media platforms. As demand for streaming content erupted over the last three

years, the company's production teams realized they needed to increase output and



Make More Without Spending More

overspending on storage.

As the media production landscape evolved, the biggest challenges became siloed workflows, budgetary restraints, and timeline limitations. Across projects, the

### **Unscripted Show 1 Workflow**

Seagate Lyve
Mobile Array Shuttle

Shuttle Driven from
On-Location Set to In-Country
Television Production Location

Lyve Mobile Arrays
on set (Primary Copy)

Raw Media couriered
to Post-Production House

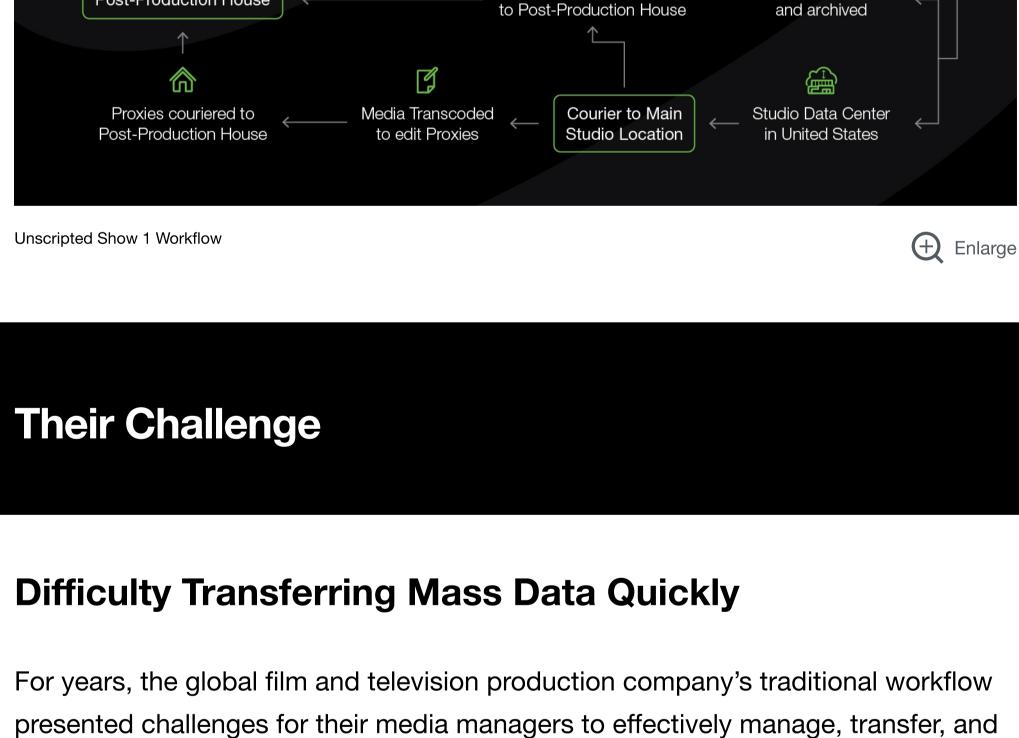
Raw media downloaded
to Post-Production House

Raw media downloaded
and archived

global film and television production company needed to modernize operations so

their teams could capture, aggregate, and transfer multi-camera footage daily

throughout an ongoing shoot, all within in a shorter timeline and without



edit multi-camera footage quickly. As camera quality increased, datasets grew, time

to air shortened and industry budgets shrank, the company realized it needed to

reimagine how media was handled.

### Camera Card Media Camera Card Media V

Dailies (Include Sync and Group)

DIT Media Manager

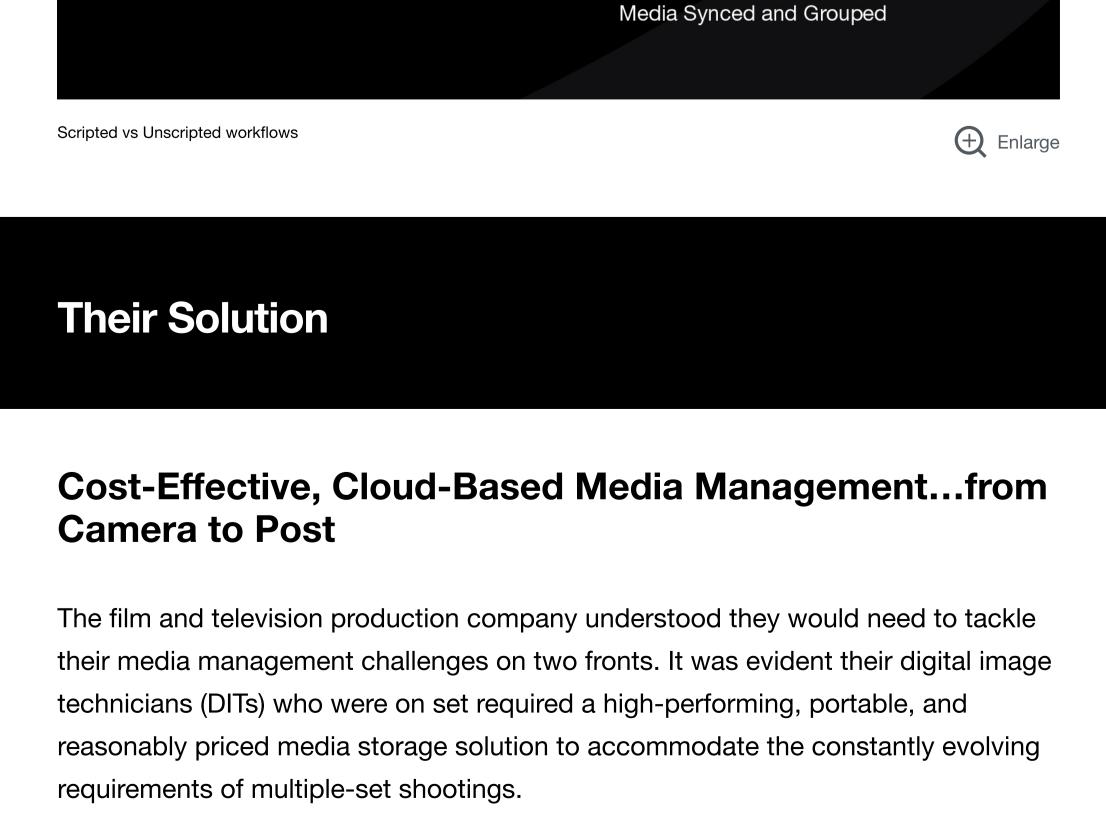
Encrypted Drives Off-the-Shelf Shutter Drives

Shipped to Post Shipped to Post

Copied to SAN/NAS Copied to SAN/NAS

**Proxies Created** 

**Scripted vs Unscripted Workflows** 



# transportation from remote shooting locations to media houses in the U.S. and Canada, where the files would be downloaded, duplicated, transferred to post-production processing houses, and archived in the multi-cloud. Additionally, the solution had to be as efficient as it was cost-effective and secure.

help reimagine both tiers of their media management. For on-set camera card consolidation and backup workflows, the company deployed four 92TB SSD Lyve Mobile Arrays and two 46TB SSD Lyve Mobile Arrays from Seagate as plug-and-play, direct attached storage (DAS) devices, supporting super-fast file copies and

reducing time on set. Because the Lyve Mobile Array can be daisy chained via

cost-efficiency that didn't put the media at risk.

24 hour rotating periods.

post-production, archive, and cloud.

Thunderbolt<sup>™</sup>, supporting transfer speeds up to 2.2GB/s, their DITs could create

two copies from the same laptop when ingesting files from camera cards—creating

The latest evolution of the workflow came when the need to transfer daily camera

In 2022, the global film and television production company looked to Seagate to

Their new approach would also need to both simplify and accelerate physical

footage from two series being shot simultaneously in South America to the media company's post-production houses in the U.S. and Canada became a bottleneck to editors starting the transcoding process. Leveraging its Cloud Import Services, Seagate built out a hotspot ingest station utilizing the Lyve Mobile Rackmount Receiver and Link accessories for daily camera footage to be offloaded in a near-set environment. This enabled data managers to courier the media in a round-robin style from sets directly to upload to Lyve Cloud, Seagate's multicloud-integrated, simple, trusted, efficient S3 object storage solution. This not only provided a quick way for data to get to Canada and Hollywood (as those teams were seeing footage

within 24 hours of being shot) but also, by default, provided a third copy of the

For the Hollywood team, Seagate also provided a download onto a new Lyve

Mobile Array and delivered the storage appliance directly to the studio. The film and

television production company's in-office bandwidth was not good enough to pull

down directly from Lyve Cloud, so Seagate was able to upload from Latin America

and deliver the daily footage onto another local device and deliver all media within

media being shot daily; a requirement in any data manager's workflow.

In the end, the media company was able to upload, download, and transfer 18-24TBs of media per day throughout an 18-day shoot, and 23-day shoot respectively, decreasing time between set and post, and lowering the overall cost of media movement from shoot to archive. This efficiency allowed the media company's production teams to work in parallel, transforming their entire workflow from a segmented and siloed operation to a simplified and cost-effective process.

Seagate Lyve provided the global film and television production company with every tool needed to deliver more media without spending more on media management, reducing the workforce while truncating timelines.

As demand for streaming content continues to grow, discovering a cost-effective

and on budget will become essential. The success of the partnership between

Seagate Lyve and the Hollywood-based global film and television production and

distribution company proves the value of deploying a simple and efficient media

management solution for media consolidation on set and physical transportation to

**Unscripted Show 2 Workflow** 

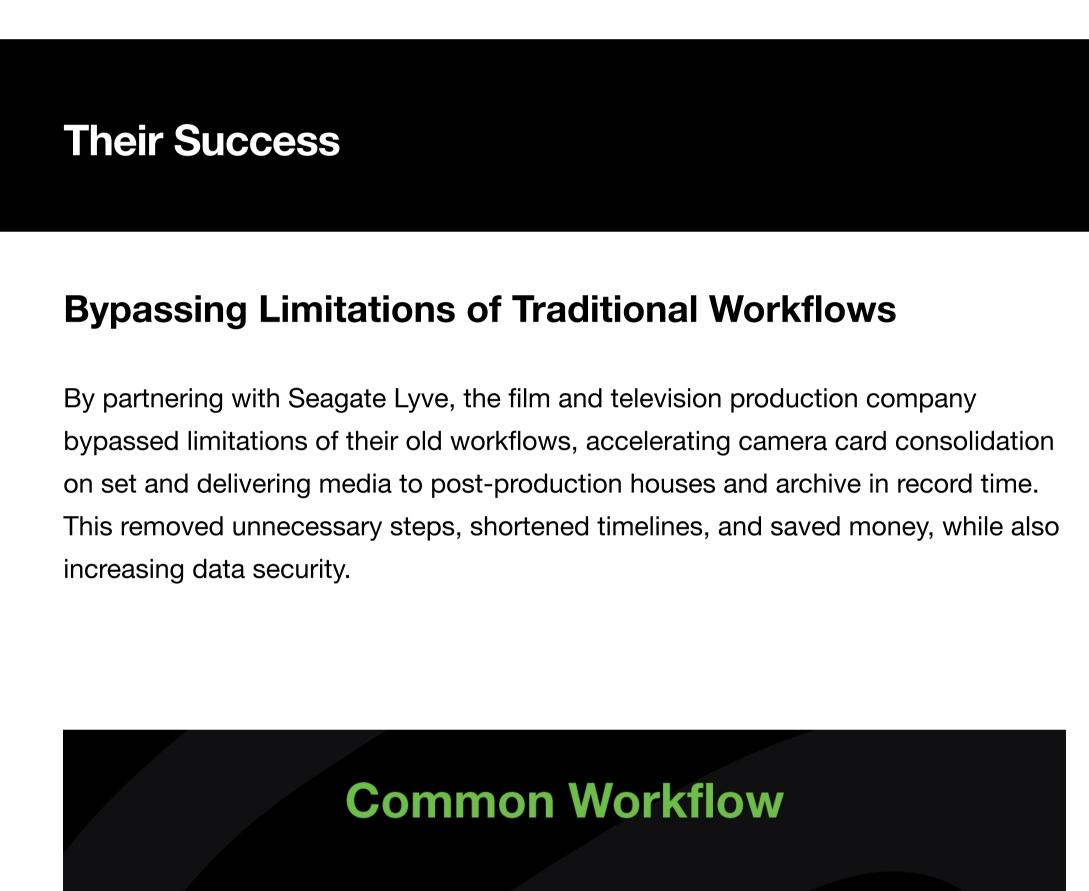
and secure solution that makes it possible for studios to complete projects on time

Seagate Lyve
Mobile Array Shuttle

Shuttle Driven from
On-Location Set to In-Country
Television Production Location

Lyve Mobile Arrays
on set (Primary Copy)

Lyve Mobile Arrays
Raw media downloaded
and archived



Shuttle sent to Post

Media Copied to Nas ←

"Networks and studios can

products to assist with all

rely on Seagate Lyve

Primary Copy on set

Common Workflow

and Put on SAN

Unscripted Show 2 Workflow

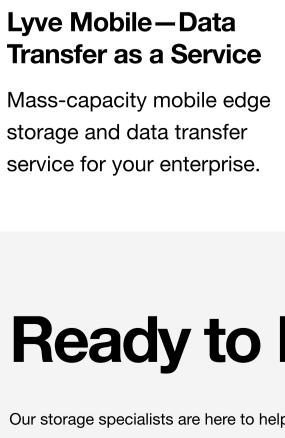
Enlarge

Backup Copy Made

Enlarge

post-production workflow needs. Every company and workflow is different, but Seagate offers solutions to meet a wide range of requirements."

Post-Production Supervisor
Global Film and Television Production and Distribution Company



Learn More





# Ready to Learn More? Our storage specialists are here to help you find the right solution for your data challenges.

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