Archive Migration

Transform your archive and accelerate your path to monetization
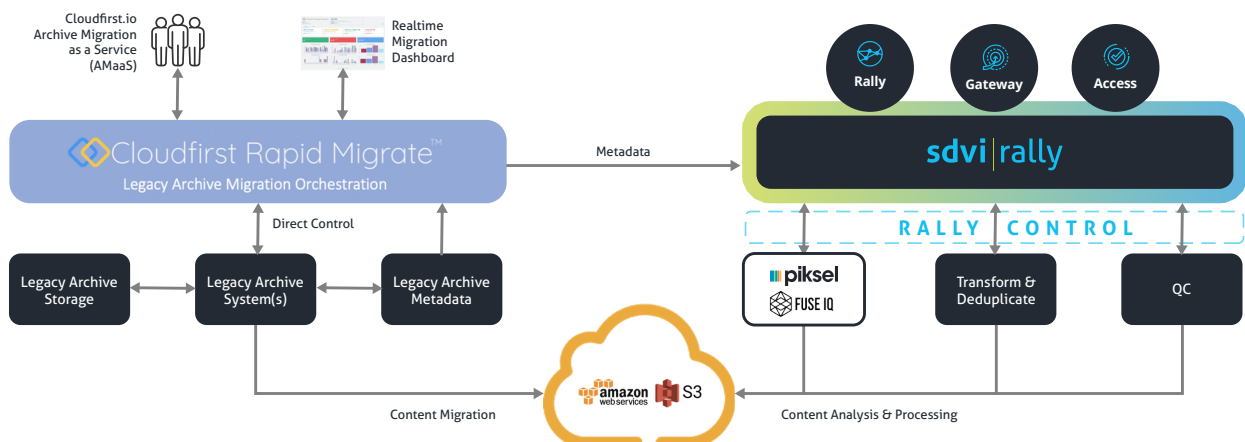
Application capabilities:

If you are like most media companies, you have an immense archive of historical content that is likely to be residing on multiple on-premise storage systems, across a mix of tape and disk. Finding content is difficult at best due to inconsistent metadata held in various MAM and legacy archive systems and this is limiting your ability to pursue new monetization opportunities.

It's time to modernize your archive, move it to the cloud, and take advantage of cloud-based media supply chain technology to put that archive to work. SDVI is collaborating with Cloudfirst.io and Piksel to create a complete solution for archive migration and enrichment, enabling you to build media supply chains that migrate your archive to cloud storage, register the newly uploaded assets into the SDVI Rally Media Supply Chain Platform and run Piksel deduplication analysis to identify duplicate copies and portions of content to reduce your cloud storage footprint. The result is a space-optimized cloud-based content archive with all asset metadata contained in Rally, ready for any monetization workflow.
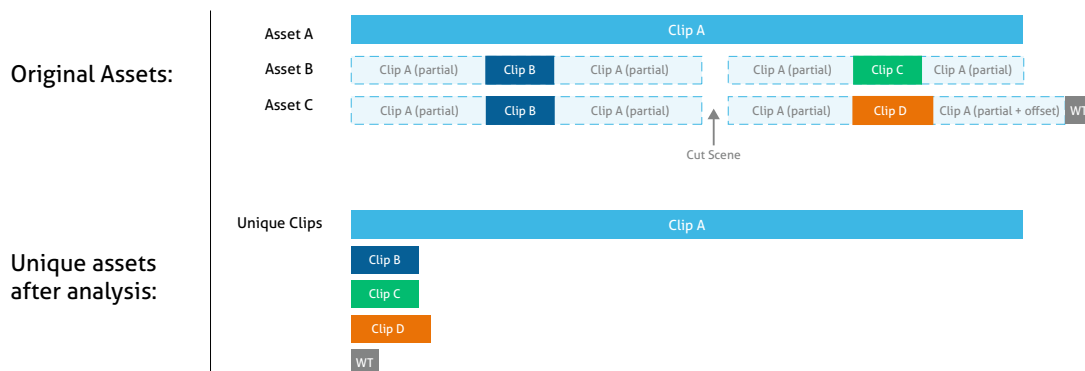
Benefits:

1. **Put your archive to work by making it more accessible, efficient, and intelligent.**

2. **Break free from your legacy archive with a fully managed archive migration service.**

3. **Eliminate storage waste by automatically removing duplicate content and storing it as a componentized library.**

4. **Easily monetize your content by creating media supply chains to deliver to any platform.**

Archive migration and monetization solution

Efficient Archive Storage with Piksel Fuse IQ

Original Assets:

Asset A — Clip A

Asset B — Clip A (partial) | Clip B | Clip A (partial) | Clip A (partial) | Clip C | Clip A (partial)

Asset C — Clip A (partial) | Clip B | Clip A (partial) | Clip A (partial) | Clip D | Clip A (partial + offset) | WT

Cut Scene

Unique assets after analysis:

Unique Clips — Clip A

Clip B

Clip C

Clip D

WT

Solution description:

The Archive Migration and Monetization Solution includes components from Cloudfirst.io, Piksel, and SDVI to give you an efficient way to migrate your content to the cloud and then leverage the SDVI Rally Media Supply Chain platform to prepare and package content for any delivery platform. The solution starts with Cloudfirst.io and their Rapid Migrate managed archive transformation service. The Rapid Migrate migration orchestration solution interfaces with your legacy archives to extract and preserve existing metadata, while the fully managed service efficiently migrates content to any next-generation cloud archive platform. As assets are migrated, Cloudfirst.io notifies SDVI Rally and transfers all available asset metadata to the Rally platform. Once assets are in the cloud and registered with Rally, a wide range of media supply chains can be triggered, including version comparison by the Piksel Fuse IQ application service which identifies duplicate content and portions of content, allowing SDVI Rally to build intelligent lists of unique components and store them for dynamic processing and IMF packaging as and when required. Rally can additionally augment and enrich this content with the use of other leading AI & ML tools to allow future discovery and monetization.

Combined, the solution makes it easy and efficient to move your archive to the cloud, efficiently store only unique content to avoid duplication, and put your archived content to work with automated media supply chains that enable you to capitalize on monetization opportunities.

About Rally:

SDVI Rally is a cloud-native media supply chain platform that automates and orchestrates the deployment of all applications and infrastructure to create a dynamic, responsive media supply chain. Delivering unmatched levels of agility, efficiency, elasticity and data-driven insights, Rally gives media companies a competitive advantage to pursue new opportunities faster and more intelligently.

About Cloudfirst.io:

Cloudfirst.io was founded to help forward-thinking organizations define, plan, strategize, and execute on their long-term digital storage and archive objectives. The unique Archive-Migration-as-a-Service (AMaaS) managed service is currently helping clients liberate more than 2PB of the world's most valuable digital assets from aging and proprietary legacy archive systems each and every week!

About Piksel Fuse IQ:

Fuse IQ is a suite of machine learning services for broadcasters, production companies, MVPDs, and more to analyze and prepare content for distribution. The Title Version Comparison feature of Fuse IQ takes a set of video asset versions for a given title and determines the set of clips and compositions needed to cover all versions with the minimum data volume.