

BRINGING CONTENT TO THE EDGE

A Close-Up on Colocation for the
Media & Entertainment Industry

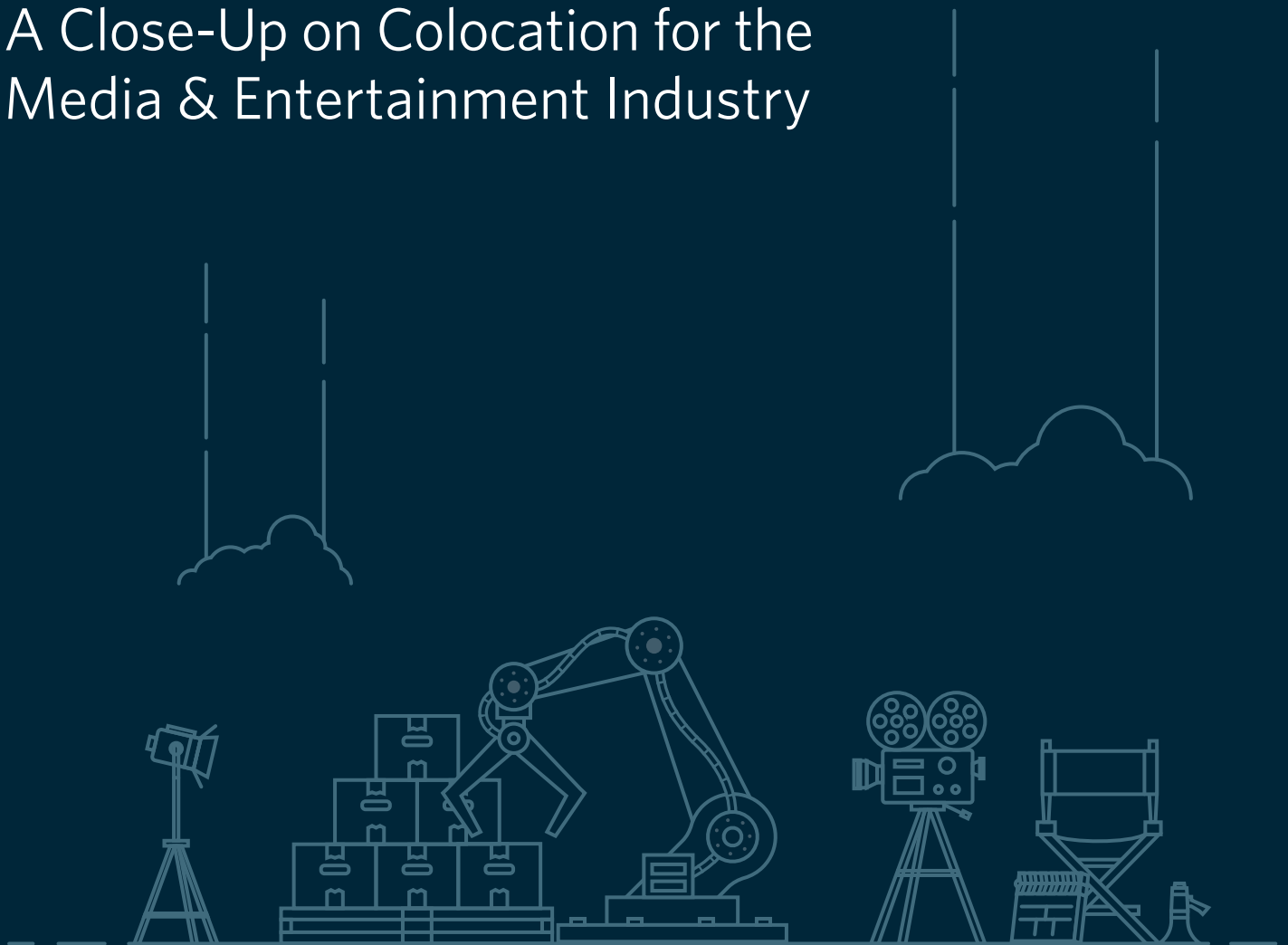


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INTRODUCTION

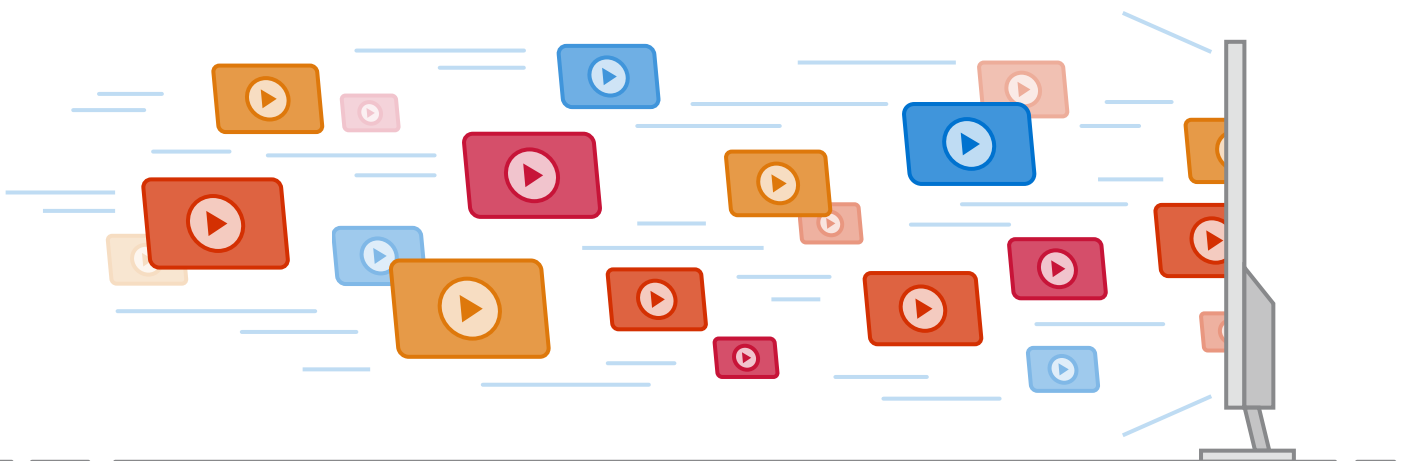
Nearly a million minutes of video content per second. That's what industry experts are predicting will cross IP networks by 2021! 71% of all internet video traffic will cross over CDNs.¹

As these predictions become reality, Media & Entertainment (M&E) organizations may find themselves in a tight spot.

- How do you distribute content effectively across every channel?
- How do you keep up with enormous demand?
- How do you empower your creatives to do their best work?
- How do you streamline the supply chain to maximize efficiency and security?
- How do you provide the best possible user experience?

M&E companies face unique challenges that many businesses never see, including a mind-boggling volume of content, data transfer bottlenecks that can arise at any point from pre-production to delivery, the huge amount of compute capacity required for rendering, and the costs associated with staying ahead of the IT curve.

One approach successful M&E companies are taking is to centralize their workflows in a high-density, low-latency hybrid cloud environment. This cost-effective approach can streamline data movement, increase performance, and reduce security risks. It can help you move content delivery to the edge, where consumers are devouring it. Colocation can help you achieve that and more, housing the entire ecosystem in a single data center for maximum efficiency and competitive advantage.



Nearly a million minutes of video content per second will cross IP networks by 2021.

M&E IT: THE STRUGGLE IS REAL

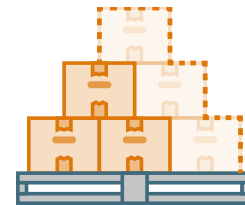
According to a recent Spiceworks survey of IT professionals in M&E organizations, the struggle is real. Three main IT challenges stand out: Performance, capacity (and scalability of that capacity), and limited departmental resources.



Performance

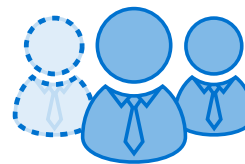
PERFORMANCE

78% of respondents to the Spiceworks survey say that improving performance is one of the top IT initiatives for 2018. Organizations report that, on average, 55% of their data is latency sensitive, making performance an especially high priority for those data stores.



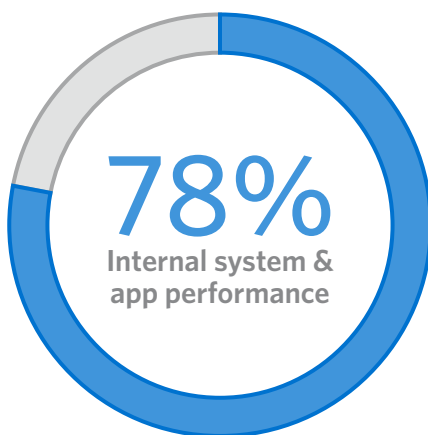
Capacity

Exacerbating the performance challenge is the explosion of smartphones as M&E endpoints. Smartphone connections are expected to reach 3.85 billion in 2019, placing even more demands on video content providers around the world.²

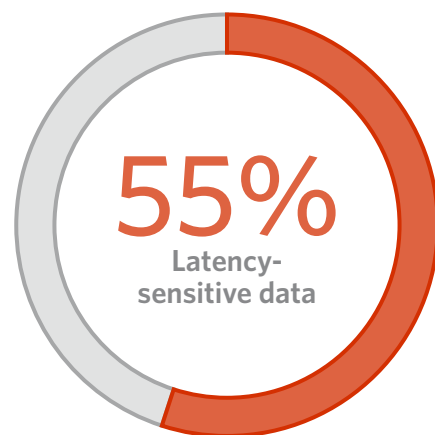


Scalability

2018 IT PRIORITIES

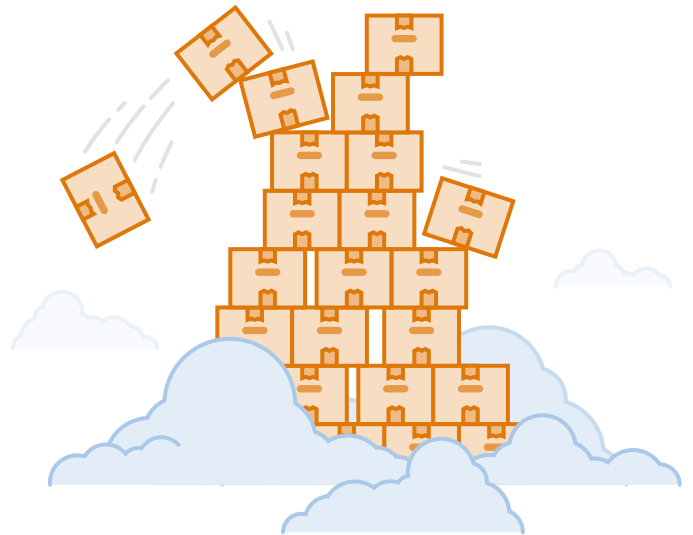
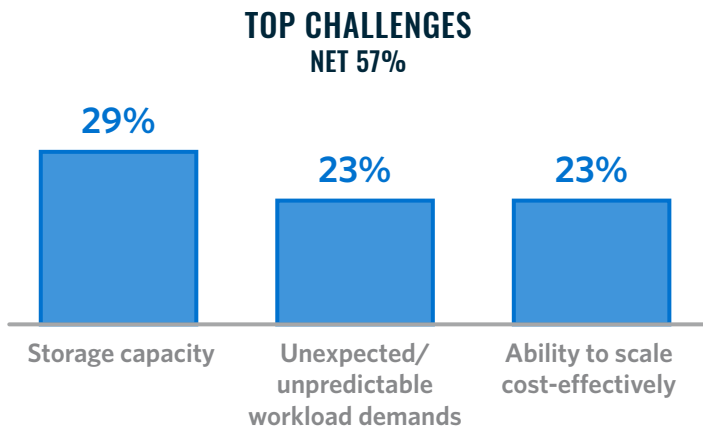


PERCENTAGE OF DATA THAT'S LATENCY SENSITIVE



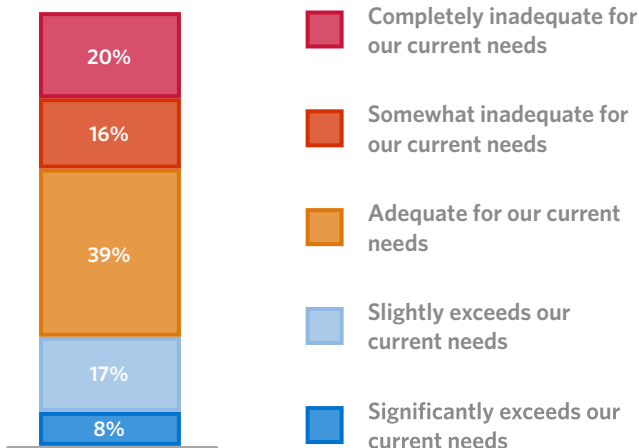
CAPACITY AND SCALABILITY

Given the growing role of cloud computing in collaborative workflows, experts predict that cloud storage for the M&E industry will grow 16.5x between 2016 and 2022.³ In the meantime, IT pros are already feeling the squeeze, with more than half reporting that capacity and scalability are top challenges.

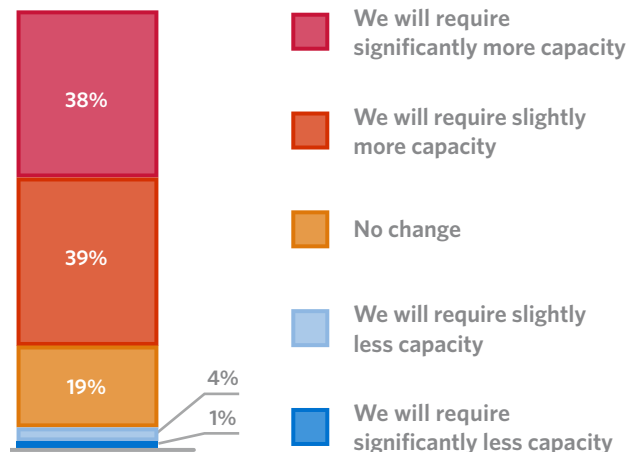


According to the Spiceworks survey, only 25% of M&E organizations have more capacity than they currently need—and for some, it’s only by a little. And while 39% of respondents say their current capacity is adequate, almost as many say their current capacity is not enough. Looking ahead, 77% of IT pros say they will need even more capacity in the future.

ADEQUACY OF INFRASTRUCTURE CAPACITY

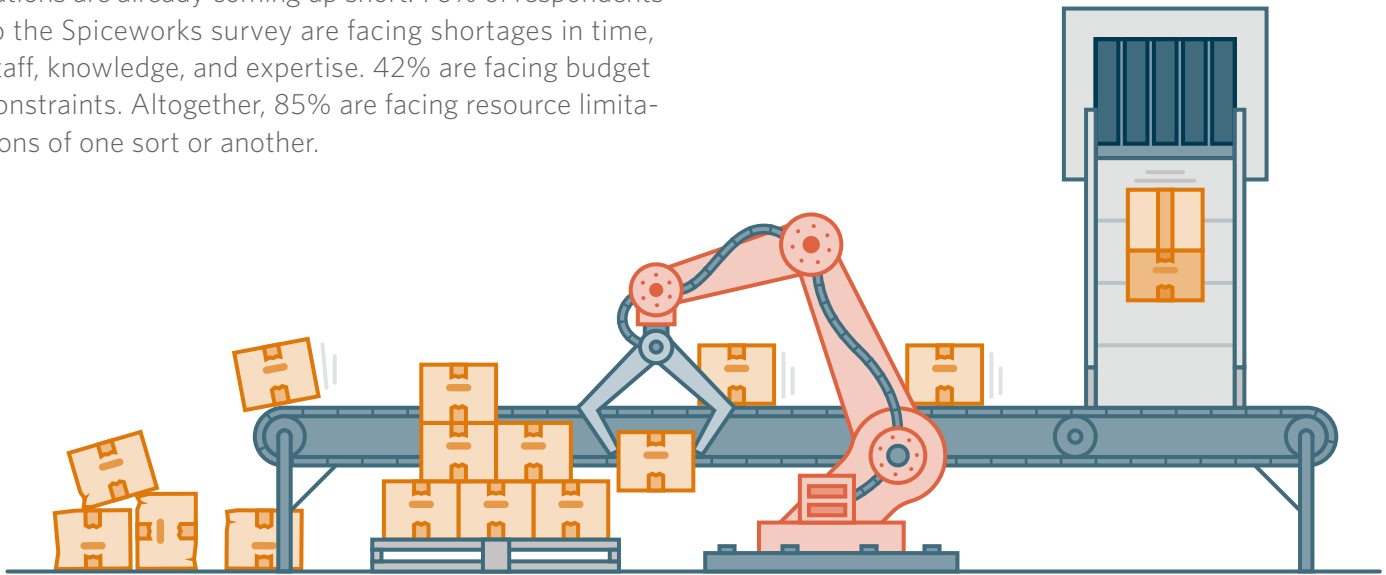


EXPECTED CHANGE OF INFRASTRUCTURE CAPACITY

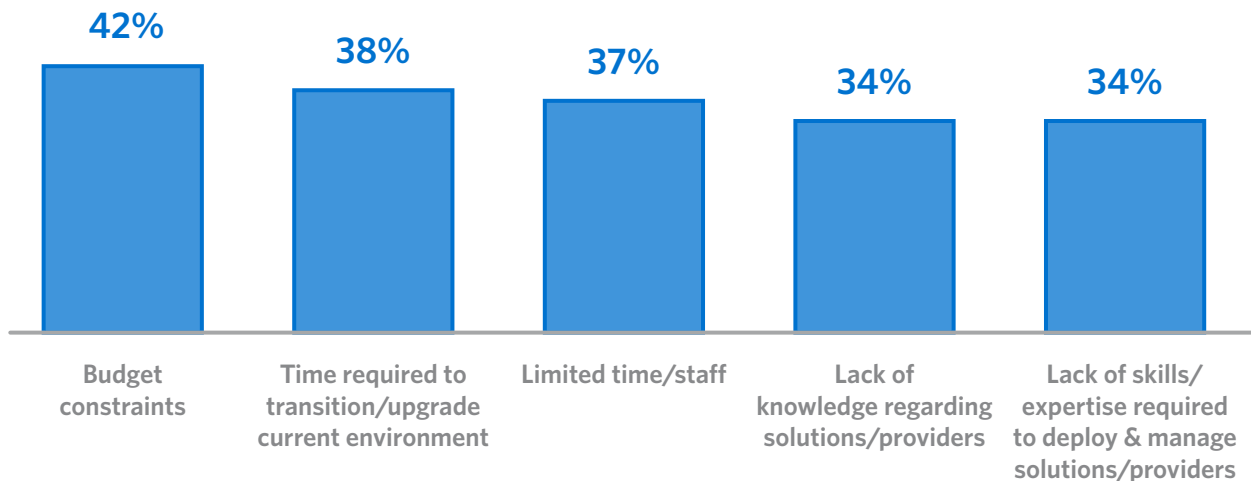


RESOURCE LIMITATIONS

Juniper Research predicts that, by 2020, “Over the Top” (OTT) TV subscriptions from providers like Netflix will soar to nearly 200 million.⁴ Meeting those new demands requires IT resources. But whether it’s budget, staffing, time, or expertise, many IT departments in M&E organizations are already coming up short. 76% of respondents to the Spiceworks survey are facing shortages in time, staff, knowledge, and expertise. 42% are facing budget constraints. Altogether, 85% are facing resource limitations of one sort or another.



TOP CHALLENGES NET 85%



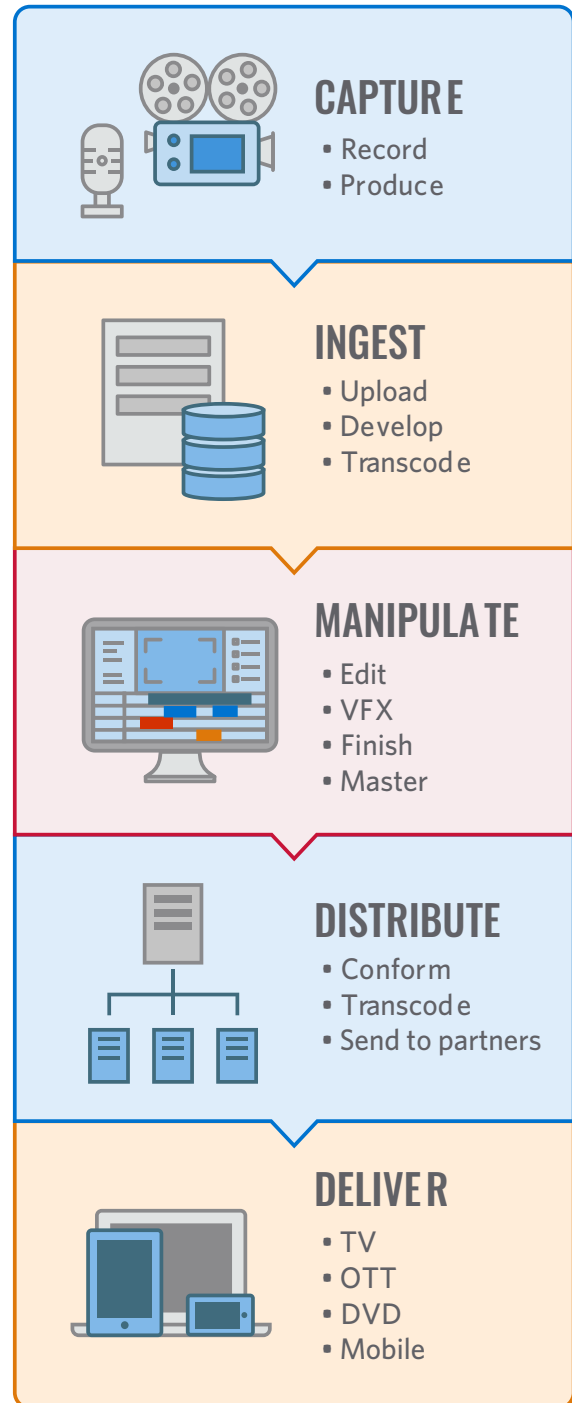
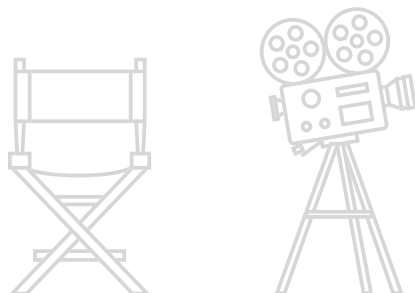
NOW PREMIERING: A CENTRALIZED WORKFLOW

Forward-thinking M&E organizations are facing these challenges and seizing new opportunities by centralizing their workflows in a high-density, low-latency hybrid cloud environment. They're streamlining data movement, boosting performance, and enhancing security across the entire content creation process:

- **Preproduction:** From scriptwriting to scouting locations and finding talent
- **Production:** Filming, transcoding, ingesting, and uploading—from anywhere
- **Post-production:** Editing, special effects, visual effects, and other finishing touches, along with storage and archival
- **Delivery:** Content delivery, including via OTT subscriptions, CDNs, and mobile carriers, for consumption through every channel available to consumers, on every device designed to receive content, and as close to the edge as possible

A centralized, efficient workflow helps M&E organizations keep up with demand on all sides—the demands of managing rapidly growing volumes of big data, and the demands of delivering content to an expanding pool of consumers. It connects all the pieces of the process, from today's renderings to tomorrow's long-term storage. And it means M&E companies don't have to overspend on infrastructure or waste time with sluggish data uploads across multiple disparate connections.

So, how do we centralize this workflow in a hybrid cloud environment?

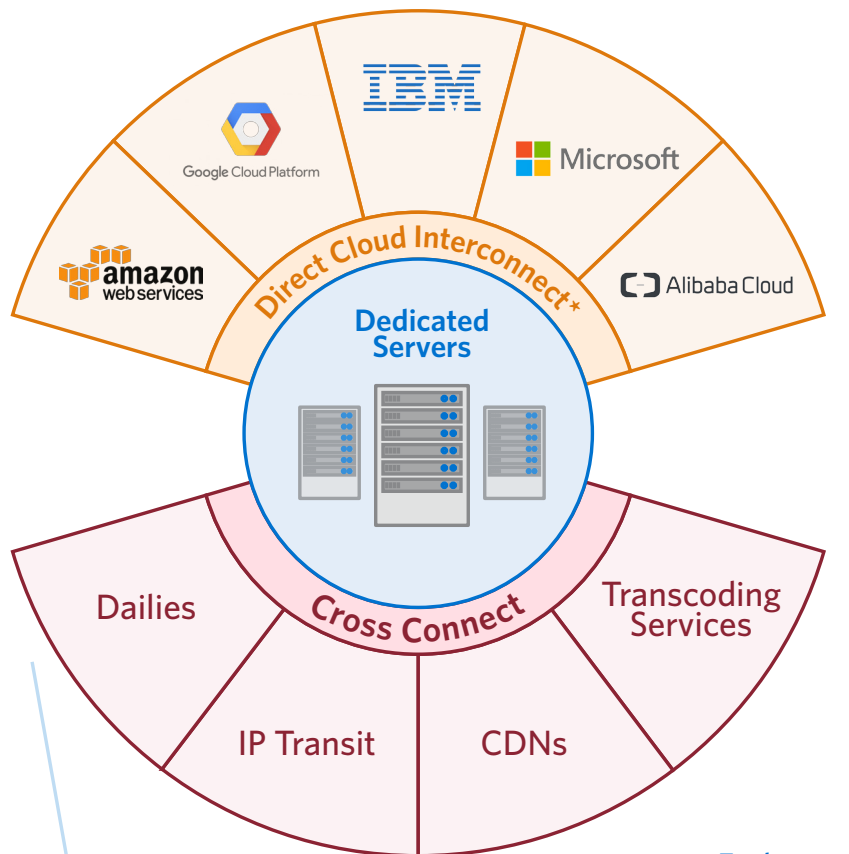


THE STAR POWER OF COLOCATION

Leading-edge colocation services are a compelling solution for M&E organizations looking to centralize their workflows, thanks to the high performance, scalability, and efficiency they can provide, among many other benefits. Colocation can:

- Accelerate **performance** by providing the proximity you need in order to minimize latency. Proximity is critical on the front end between vendor partners to create instant access between systems and applications, and at the point of delivery, where consumers expect a flawless content experience.
- Solve the **capacity and scalability** problem by providing a highly scalable infrastructure with simple cloud on-ramps. According to the Spiceworks survey, increased capacity and scalability is one of the top benefits of colocation, second only to better data backup.
- Maximize **IT resources** by serving as a central location for operations, providing direct connections to a myriad of cloud providers, and reducing the number of vendors under management.

DATA CENTER WITH ACCESS TO MULTIPLE PROVIDERS

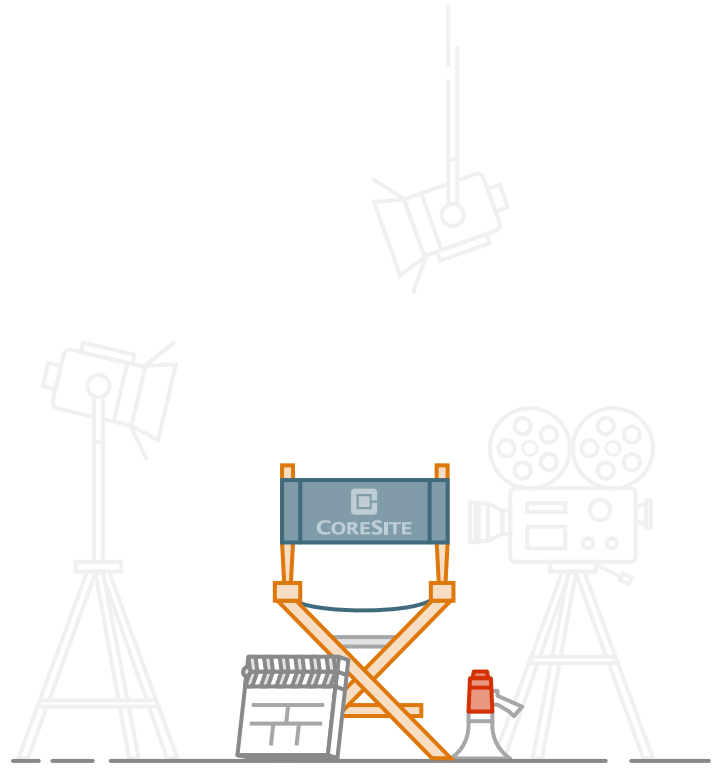


*Example Providers

THE CASTING CALL: CHOOSING A COLOCATION PARTNER

Colocation providers are not created equal. And when selecting a colocation partner, it's best to think long-term—at least two years out. Not every provider will be able to deliver the features and capabilities you may need two years from now, much less today.

When content is what you do, whether it's gaming, entertainment, retail, or advertising, your colocation provider should help you create an efficient workflow by supporting high-density apps, enabling low-latency delivery, easily accommodating massive data growth, and providing the reliability and network accessibility required for successful digital media operations. The provider should add value every step of the way and provide direct access to your complete ecosystem of providers.



The right colocation partner allows M&E organizations to:

- Grow seamlessly in a cost-effective way
- Host your data at a colocation facility and access cloud providers through hundreds of direct interconnections—something you can't do on premises
- Interconnect with CDN and network partners to deliver content efficiently
- Access studios and post-production companies within the same facility
- Get one-to-many access to vendors through peering and cloud exchanges



COLOCATION IN ACTION: MLB NETWORK

The MLB Network is a cable TV network that provides live streams from Major League Baseball's 30 ballparks, as well as baseball news, highlights, analysis, and other content—around the clock. Launched in 2009, the network eventually outgrew its existing bandwidth and infrastructure and was faced with the time-consuming and expensive job of expanding its data center.

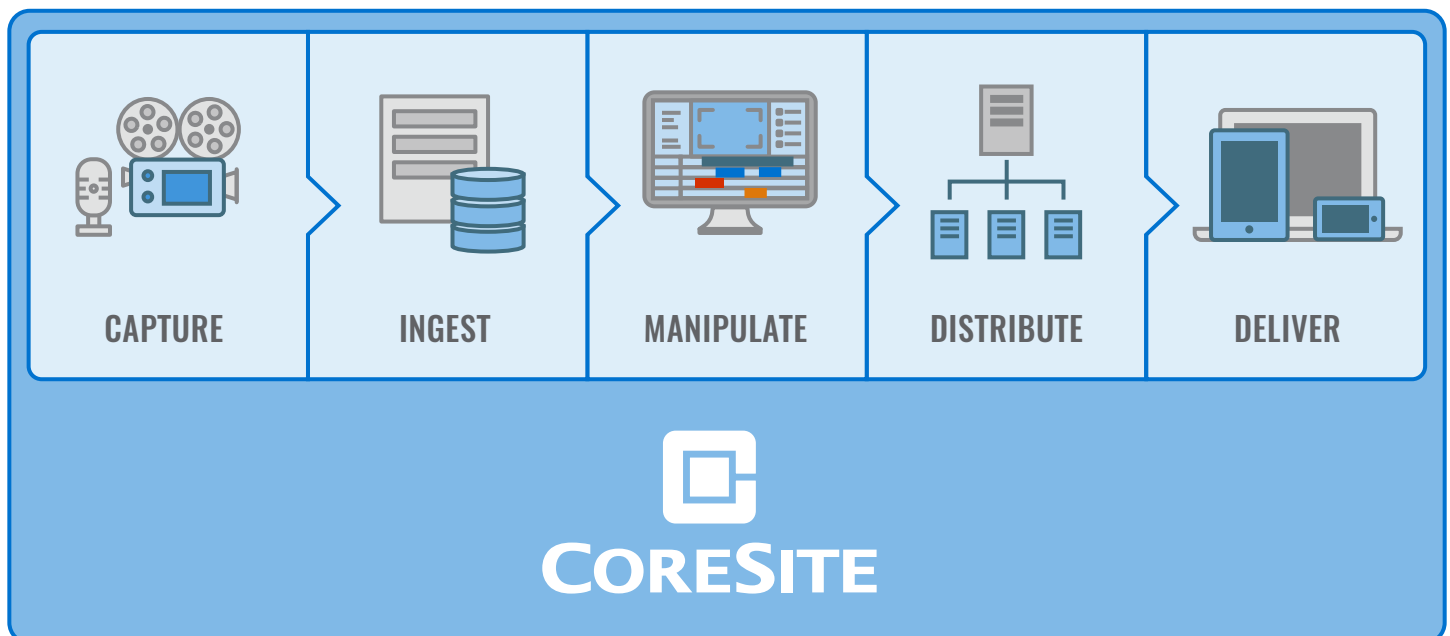
Instead, MLB Network looked toward the future, predicted that massive growth would only continue, and chose a partner that could provide the infrastructure and ecosystem needed to accommodate that growth—CoreSite. Since the network relies on rapid processing and distribution of video and audio content, they needed a low-latency facility capable of running in parallel with their onsite operations and expanding with future growth. Most importantly, however, MLB Network needed comprehensive disaster recovery capabilities to ensure they would remain on the air without fail.

By choosing to house its operations in one of CoreSite's New York data centers, MLB Network:

- Gained the necessary space and computing power to expand its broadcast operations
- Achieved lightning-fast content delivery and failover protection via redundant dark fiber connections
- Avoided having to invest millions of dollars into its own data center
- Dramatically enhanced its content management operations—while fail-proofing its business

“CoreSite’s flexible infrastructure makes it much easier to manage our business on a daily basis and provides a cost-effective way to expand our existing network capabilities,” says Tab Butler, Director of Media Management and Post Production. “Working with CoreSite has enabled us to accomplish goals that we did not necessarily feel were realistic two years ago.”

CORESITE COLOCATION FOR MEDIA AND ENTERTAINMENT



CONCLUSION

We live in a world where more video content is uploaded in 30 days than the major US TV networks have generated in 30 years.⁵ But as huge as the M&E industry is today, it's only going to get bigger. Successful M&E companies will be ready with a comprehensive, flexible, scalable, and centralized workflow. An advanced colocation provider can set you up for success by providing the entire ecosystem under one roof.

ABOUT CORESITE

CoreSite offers secure, reliable, high-performance data center and interconnection solutions backed by exceptional customer support. CoreSite fuels business growth for M&E organizations, providing connections to more than 300 cloud and IT providers, and to more than 375 networks, all with six 9s of uptime.

[LEARN MORE](#)



ABOUT THE SPICEWORKS SURVEY

CoreSite commissioned Spiceworks to conduct a survey in April 2018. This survey targeted IT decision-makers, including IT directors, IT managers, and other IT staff, to understand current data center perceptions and practices in M&E organizations. Survey results included responses from approximately 150 participants in the U.S. who work at M&E organizations with 50 or more employees.

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