



SUCCESS STORY

Media and  
Entertainment



### PROSIEBENSAT.1 | PROBLEM SOLVED

Every day, 45 million TV households in Germany, Austria and Switzerland have access to 14 free and pay TV channels from ProSiebenSat.1 Group. Thanks to NetApp, it can concentrate on creating and distributing content without worrying about where the data behind the content lives.

# German Broadcaster Counts on NetApp for Multidecade Content Repository

Besides popular TV channels, ProSiebenSat.1 Media's online presence generates more than 1 billion monthly video views. Until recently, the specific data requirements for managing the 24-hour scheduled broadcast channels were handled by storage platforms that were completely separate from the data needs of the media company's growing web, mobile, and social media presence. By creating a unified content platform that can handle the immensity of the combined media challenge, ProSiebenSat.1 is now more agile at developing new applications and services.

Another NetApp solution delivered by:



**12PB**

of unique media  
in the unified  
content platform

Data growth of

**100TB**

per month

[✉ NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

 **NetApp®**

“The other vendors just sent us someone from the sales department. Only after the fourth or fifth meeting we were able to speak to someone from the technical team, who was able to answer some of our questions. NetApp was the only vendor who sent out an engineer who could actually explain how everything worked together and met our particular needs.”

Fabian Mueller,  
Solution Architect, ProSiebenSat.1

When millions of viewers in Germany tune in to ProSiebenSat.1’s program, either through TV or the internet, they want to watch their favorite scheduled TV shows on demand or live-streamed over the internet. The company annually invests more than 1 billion euros in 120,000 hours of programming.

To keep up with this growing demand for content and the data behind it, business executives at ProSiebenSat.1 were literally breaking down walls in the company’s data center to create more room for their legacy digital tape archives.

“We had to break down walls because we actually had no space for tape backups,” says Fabian Mueller, solution architect. “We needed to come up with something different.”

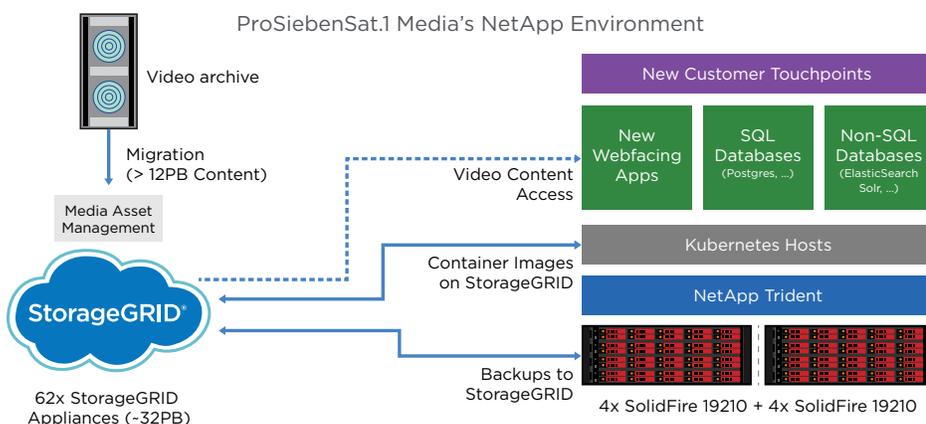
By moving to a private cloud storage model, the company was able to migrate the entire 12PB archive into a much smaller footprint on a unified content platform. The files that must be moved between broadcast channels and business partner outlets run at about 68GB for a 150-minute movie.

The transition to private cloud storage also enabled native data replication to a second site, increasing the resilience of the media repository and improving the business continuity profile of the overall enterprise. The transition also opened up a pathway to faster application development for the processing and distribution of content data across the ProSiebenSat.1-owned networks and business partner delivery outlets.

## ACCELERATING THE ROLL-OUT OF SOPHISTICATED MEDIA WORKFLOWS AND SERVICES

Media companies have very specific and demanding workflow requirements. ProSiebenSat.1 was particularly impressed by NetApp’s sophisticated approach to creating a highly resilient object store with data management tools that allowed rapid development of customized workflows. Instead of sending company executives a collection of marketing brochures, NetApp sent a team of engineering experts to explain the technical intricacies behind their proposed solution.

“The other vendors just sent us someone from the sales department. Only after the fourth or fifth meeting we were able to speak to someone from the technical team, who was able to answer some of our questions,” Mueller says. “NetApp was the only vendor who sent out an engineer who could actually explain how everything worked together and met our particular needs.”



## DATA INTEGRATION MADE EASY

ProSiebenSat.1 uses the NetApp® StorageGRID® object-based storage solution to house the unified content platform, which includes current media content as well as programming dating back 20 years. StorageGRID also stores all of the application and development code backups from the NetApp SolidFire® DevOps environment. The company's 100 in-house developers are building applications and hosting them in Kubernetes on the SolidFire all-flash array.

The NetApp StorageGRID is now the common repository for all content. It's used as the source by all workflows for the various networks, processing and distributing to the company's 100-plus broadcast and social media partners, and to the maxdome video-on-demand service.

This approach allows all of the media processing that the various-business units perform— acquisition, quality control, content production, metadata enrichment, transcoding, cataloging and distribution supply—to be supported by a common set of tools. ProSiebenSat.1 is now working with several off-the-shelf applications that support the S3 object protocol, including Portal (Cantemo), Vidispine (Vidispine), Baton (Interra Systems), Cambria (Capella), and AREMA (IBM).

## FUTURE PROOFING FOR GROWTH

ProSiebenSat.1's data to support its TV entertainment and digital brands is increasing at a rate of 100TB per month. To accommodate this content growth and prepare for TV's imminent transition from high definition to ultra-high definition, which will multiply the company's data demands,

ProSiebenSat.1 built a content and data repository that could keep up in a cost-effective manner.

"The file sizes just keep increasing. Especially when moving to UHD content. The archive is growing faster than expected, and we don't delete any content," says Jan Ekman, senior system engineer.

The unified content platform, built on NetApp technology, can manage all of that growth and more while actually improving ProSiebenSat.1's content production and delivery workflows.

## SOLUTION COMPONENTS

### NETAPP PRODUCTS

StorageGRID

SolidFire

NetApp Trident

LEARN MORE

[netapp.com/us/products/data-management-software/object-storage-grid-sds](https://netapp.com/us/products/data-management-software/object-storage-grid-sds)

✉ [NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

+1 877 263 8277



NetApp is the data authority for hybrid cloud. We provide a full range of hybrid cloud data services that simplify management of applications and data across cloud and on-premises environments to accelerate digital transformation. Together with our partners, we empower global organizations to unleash the full potential of their data to expand customer touchpoints, foster greater innovation and optimize their operations. For more information, visit [www.netapp.com](https://www.netapp.com). #DataDriven

© 2018 NetApp, Inc. All Rights Reserved. NETAPP, the NETAPP logo, and the marks listed at [netapp.com/TM](https://netapp.com/TM) are trademarks of NetApp, Inc. Other company and product names may be trademarks of their respective owners. CSS-7045-0818

