n NetApp

UNLEASH THE VALUE OF YOUR MEDIA ASSETS WITH PRIME FOCUS TECHNOLOGIES

Unlock new revenue streams and streamline operations in the Media & Entertainment industry.

PFT

The Media & Entertainment (M&E) landscape is undergoing rapid transformation, demanding agility, efficiency, and the ability to maximize the value of both legacy and contemporary content. Navigating this complex environment requires a robust and integrated approach to content digitization, storage, and monetization.

The challenge
M&E organizations face significant hurdles in today's market:

- **Monetizing legacy content.** Billions of dollars in archival footage remain trapped on outdated tapes, inaccessible by modern platforms.

- **Inefficient content discovery.** Siloed metadata and slow search capabilities delay repurposing of content for new revenue streams.

- **Hybrid workflow complexity.** Disconnected on-premises and cloud systems hinder collaboration and inflate costs.

- **Security risks.** Fragmented storage exposes valuable IP to breaches or compliance violations.

- **Managing exploding content volumes.** The sheer volume of digital media is overwhelming traditional storage and management systems.

- **Siloed workflows and limited collaboration.** Disconnected teams and tools, plus a combination of cloud and on-premises environments, hinder efficiency and increase complexity.

- **Ensuring content security and compliance.** Protecting valuable media assets from unauthorized access and ensuring regulatory compliance is paramount.

- **Controlling costs.** Storage expenses and operational overhead can significantly affect profitability.

NetApp® StorageGRID® for Media and Entertainment

Media and entertainment companies are being forced to reevaluate how they can effectively manage and migrate large amounts of content that is spread over different locations. How do you confirm that content is stored on the right tier at the right time? How do you reduce duplication of content files? How do you identify and delete copies that are no longer needed? How do you improve workflows across your different media asset management domains?

The answer is StorageGRID object storage. To support vast media repositories, enterprise cloud providers are already using StorageGRID. Unlike file systems, object stores group files and their metadata into objects that can be coherently accessed by different media asset management systems, file delivery systems, and other production and distribution applications.

With StorageGRID for your media and entertainment workloads, you can:

- Use significantly less storage capacity than tape by using multi-site erasure coding
- Reduce your risk of data loss with 15 nines durability
- Avoid outages with 7 nines uptime availability
- Maximize backup scalability
- Improve performance with random access to any content within milliseconds

Monetize content in real time

Consider the possibilities. A sports network licenses decades-old championship footage to a streaming platform within minutes. A studio resurrects a classic TV show by quickly identifying and editing clips for a viral marketing campaign. A production house sells curated metadata-rich datasets to AI developers who are training next-generation models. These scenarios are not aspirational—they are achievable today. By breaking down silos and democratizing access to content, NetApp and PFT turn archives into profit centers.

KEY BENEFITS

- **Unlock new revenue streams.** Transform legacy content into valuable assets ready for distribution and monetization on modern platforms.

- **Enhance operational efficiency.** Eliminate silos, improve data, and minimize data movement to enable global collaboration for faster production cycles.

- **Enhance content preservation and security.** Protect your critical media assets with enterprise-grade security features and certified processes throughout the entire lifecycle.

- **Scale effortlessly to meet growing demands.** Our joint solution offers the agility and flexibility to scale projects of any size, supported by NetApp's robust hybrid multicloud portfolio.

- **Reduce storage costs.** NetApp's intelligent data management and storage tiering optimize storage utilization and reduce overall expenses.

- **Monetize legacy content.** Turn archival tapes into revenue-generating assets for streaming, social media, or AI training datasets.

- **Enhance metadata.** Transform raw data into actionable insights that drive discovery, engagement, and monetization across various platforms.

- **Near-real-time search.** Answer "What if you could pull up all clips where specific actors appear?" with subsecond results.

- **Hybrid workflow agility.** Securely collaborate across on-premises and Amazon Web Services (AWS) with unified data access, powered by NetApp's distributed file systems and FlexCache® software.

- **Cost efficiency.** Reduce storage costs by 40% with intelligent tiering (proxies on low-cost cloud tiers, originals on your premises).

- **Hyperscale security.** NetApp SnapLock® compliance software and AWS encryption enhance compliance (GDPR, SOC2) while protecting IP.

The NetApp and Prime Focus Technologies partnership
NetApp and Prime Focus Technologies (PFT) deliver a comprehensive solution that empowers M&E organizations to overcome these challenges and thrive in the digital age. By combining PFT's world-class media services and digitalization expertise with NetApp's industry-leading storage and data management technology, we offer a powerful platform for:

- **Future-ready digital repositories.** NetApp® ONTAP® provides a robust, secure, and high-performance data infrastructure to support massive digital workflows. Efficient storage tiering, advanced deduplication, seamless cloud integration, and NetApp Snapshot™ technology optimize costs while giving you uncompromised data integrity and accessibility.

- **Streamlined and collaborative workflows.** PFT's CLEAR®, a cloud-enabled Media ERP Suite, integrates seamlessly with NetApp storage, providing real-time access, quality control, and lifecycle management for your digitized content. This unified platform fosters collaboration between creative and technical teams, accelerating content production and distribution.

- **Unmatched cloud integration and data mobility.** NetApp's hybrid and multicloud capabilities extend the power of PFT's CLEAR, enabling unified access, processing, and sharing of media assets across any location. This agility is crucial for meeting the demands of a global and instantaneous content market.

- **High-quality content, delivered faster.** PFT's rigorous quality control processes, combined with NetApp's blazing-fast data access and throughput, mean that your content meets the highest standards and can be delivered efficiently across over-the-top (OTT) platforms, broadcast outlets, and social media channels.

- **Advanced metadata creation.** PFT's CLEAR AI is the world's most advanced M&E solution to boost content creation and content management. PFT's AI solutions tap into unclassified content to unlock data and enrich metadata, allowing increased downstream activities.

Why NetApp and Prime Focus Technologies?
The NetApp and PFT partnership delivers a comprehensive, end-to-end solution designed for the unique needs of the M&E industry. We understand the challenges that you face, and we offer a powerful combination of expertise and technology:

- **Deep industry expertise.** PFT brings decades of experience in media digitalization and workflow optimization.

- **Leading storage innovation.** NetApp provides the foundation for a secure, scalable, and high-performance data infrastructure.

- **Seamless integration.** Our joint solution gives you smooth integration and optimal performance between PFT's CLEAR, NetApp ONTAP, and the cloud service providers of your choice.

Take the next step
Are you ready to unlock the full potential of your media assets?

- Visit our Media and Entertainment home page

- Contact us

Contact Us

NetApp