

# Ardelen Mutfağı



SUCCESS STORY  
Broadcasting Media



## TV8 | PROBLEM SOLVED

Turkey's leading entertainment channel improved reliability and performance for a growing business and can easily protect its content on the premises and across hybrid clouds.

# Reliability Is All That Counts in a 24/7 Entertainment Business

With three channels on air all day and night, TV8 is pure entertainment in high-definition (HD) quality. The TV station brings fun, glamour, and excitement to millions of viewers around the globe. Live shows and contests keep production teams busy. On a regular day they have to manage about 30 concurrent HD ingested streams with simultaneous multicamera editing. NetApp® solutions help the teams keep cool when data streams run hot.

Another NetApp solution delivered by



>30

CONCURRENT HD STREAMS TO RECORD

8,492

FILES CREATED ON A SINGLE DAY

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## THE SHOW MUST GO ON

Blank screens on TV sets, mobile phones, or computers are real disasters for TV providers. For them, the value of a technology delivering 24/7 reliability is beyond figures. This is more than true for TV8, Turkey's leading entertainment channel. The company sets the Turkish benchmark for concurrent recording and once managed to create 8,492 files on a single day occupying 1.3TB of data storage.

TV8's data infrastructure must cope with heavy-duty conditions. It must cater for data growing by several hundred terabytes per year. About 30 concurrent ingested streams in HD quality per day require high stability and low latency. And there must be enough headroom for production and transmission peaks, which exceed the usual 50Mbps throughput rate.

The solution that fits best for the TV provider comes from NetApp. "NetApp has been pure data management for years, which is a clear advantage over other vendors. Its file storage was the best performing product when we ran our proofs of concept," says Savaş Murat Alkim, IT manager at TV8.

Creating media content is an all-files business. Because direct access to file shares is the best

way to support the workflow, TV8 runs three NetApp FAS systems as file servers: A highly agile system serves fast growing production data. A large capacity system hosts archival data. Ingest servers record the media files directly to the production storage. As soon as end production data has been archived, unused video material gets garbage collected, and the production system is ready to fill up again.

"Though there are bigger TV media groups, TV8 has the largest number of concurrent recordings. Our milestone is 30 concurrent HD streams. Thanks to the NetApp system, we could easily handle the data streams with editing in place and while recording," says Atilla Celiloglu, broadcast technical manager at TV8.

## EXTENDING AN ALL-FILES BUSINESS TO THE CLOUD

TV8 is growing fast and has started operations in several other countries than Turkey. This growth will fuel the amount of media content even more. Already today TV8 uses Microsoft Azure, Amazon S3, and Oracle Cloud Services for data archiving as well as disaster recovery and business continuity setups. TV8's hybrid cloud approach brings a lot of flexibility and cost efficiency. But there is room for improvement. This is why

the IT team is currently evaluating NetApp Cloud Backup.

"We want to simplify the management of the backup and restore processes to and from the cloud. As it looks today, NetApp Cloud Backup is addressing all our needs," says Savaş Murat Alkim. "It plugs seamlessly into our NetApp Data Fabric and offers a range of cloud integrations. This helps us stay flexible and select the best cloud offerings."

## SOLUTION COMPONENTS

### NETAPP PRODUCTS

NetApp FAS8200 with SSD and SATA drives (ingesting and recording)

NetApp FAS8020 with SAS drives (ingesting and recording)

NetApp FAS8020 with SATA drives (media archive)

OnCommand® software

### ENVIRONMENT

Cinegy, EDIUS NLE, Metus INGEST, Microsoft Azure, Oracle Cloud Archive, Amazon S3

### PARTNER

İstar Bilgi ve İletişim Teknolojileri

Image: TV8

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