

MEDIA STORAGE WHAT WE NEED – WHAT IS POSSIBLE.

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It is said.....

- “ A TV camera is the fastest bit creator known to mankind”
- “ Media storage is like drinking from a fire hose”
- “ If you can’t find it, you haven’t got it” (metadata is vital)
- “ The engineers job is to make him or herself redundant”
- “ Digital storage costs reduce by an order of magnitude every four years”
- “The whole of media production is moving to commodity equipment.”

Some of the questions to consider...

- What are broadcasters requirements for media storage?
- Which are the most important?
- What is, and what will be practical, in media storage?
- What do managers and engineers need to know to take good decisions about media storage?
- How can the EBU Media Storage group best help EBU Members?
- What user requirements can we suggest to industry, and how can we get the message to them?

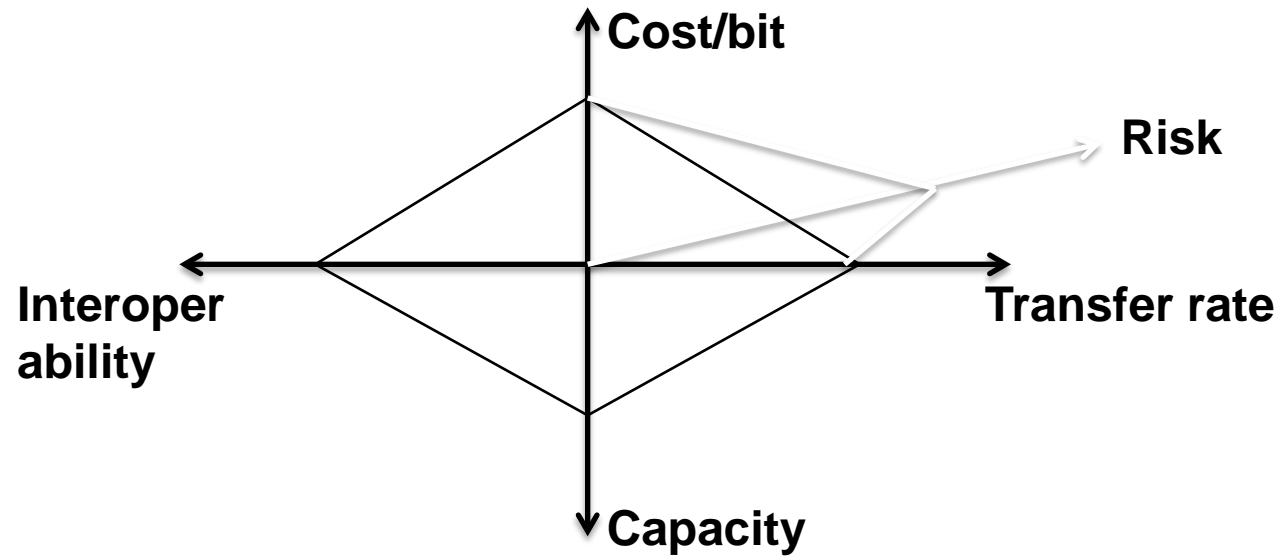
The jobs to be done...

- Original recording
- Play to air
- Production
- Archives
- Each may have somewhat different requirements

Keep in mind...

- Think 'total cost'.
- Think 'simplicity of use' – there will be no operational engineers in future.
- Think 'risk' – how fail safe is this.
- Think 'future evolution of television'.
- Think 'future is 'tri-media'.

Diamonds are a girl's best friend....



AND NOW PEOPLE WHO KNOW WHAT THEY ARE TALKING ABOUT....



Dimensions of complexity

- Risk (what chance of failure?)
- Availability (how reliable is the supplier?)
- Capacity (how much can I store?)
- Accessibility (how easy to deposit and take the content?)
- Transfer rate (how fast can I get the data out?)
- Standardisation (how interoperable?)
- Cost (How much is the total costs?)

YOU NEED PRACTICAL HANDS ON EXPERIENCE WITH THE EQUIPMENT TO KNOW HOW IT PERFORMS!



Barriers to success

- Storage equipment is not designed specifically for the media
- Manufacturers and broadcasters can have different interests and priorities.
- There are many technical dimensions that are not yet known.
- Lack of knowledge of the IT world by broadcast engineers.

- What are broadcasters requirements for media storage?
depends on application.
- Which are the most important?
Probably No risk
- What is, and what will be practical, in media storage?
The most appropriate element of media storage for the next ten years is likely to be the hard disk.
- What do managers and engineers need to know to take good decisions about media storage?
They need to understand what their work flow is, and what their future requirements will be.
- How can the EBU Media Storage group best help EBU Members?
Guidelines, Recommendations, Training
- What user requirements can we suggest to industry, and how can we get the message to them?
This is the purpose of the work

What is the 'contact'/'must work together'/'overlap' space'.

- Avoid duplication – use to the maximum what others have done and are doing.
- AMWA
- ISO?
- MPEG?
- ITU?
- Storage system organisations?

The bottom lines.....

- It's a 'huge' job.
- It is vitally important.
- The sooner it is started, the better....