

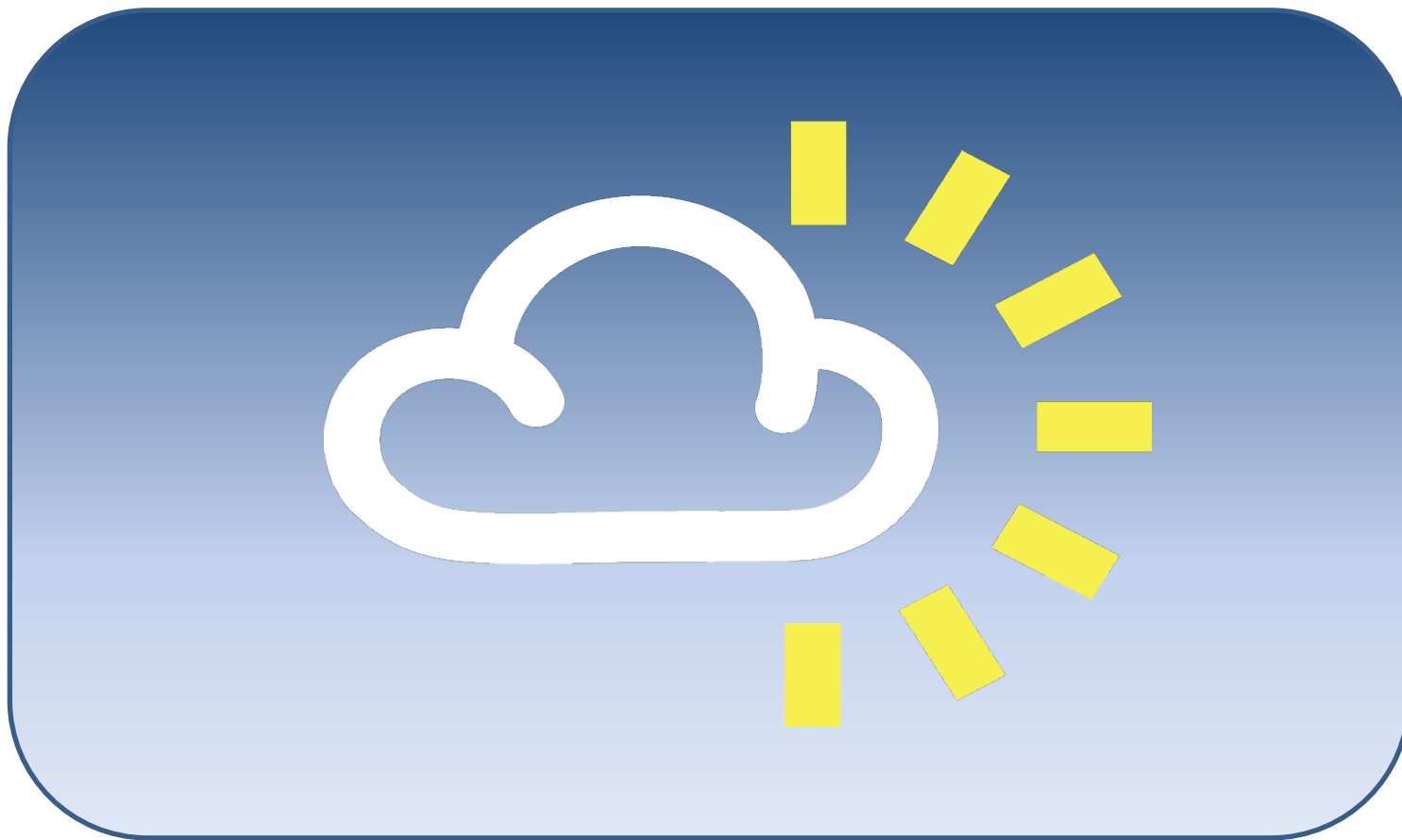
The BBC's Cloud Proof of Concept

John Beaver
Lead Technologist
IT Strategy

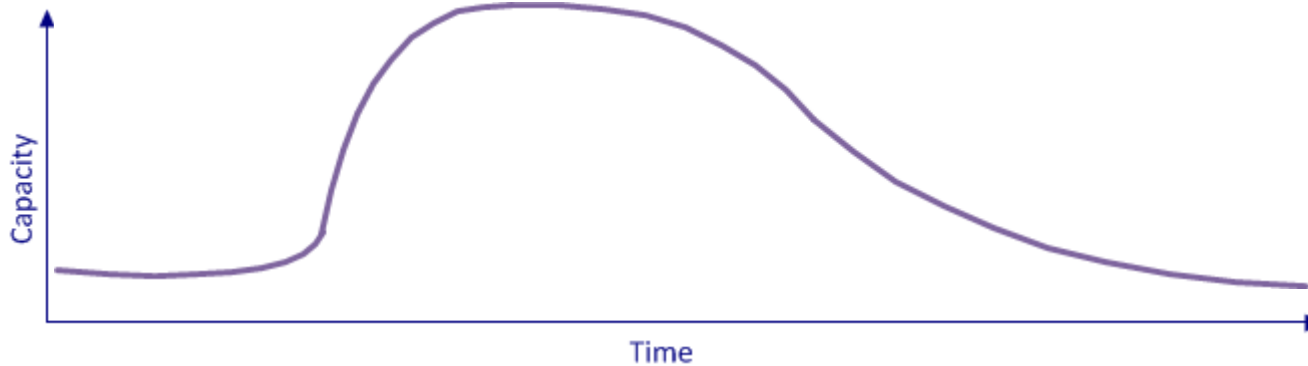
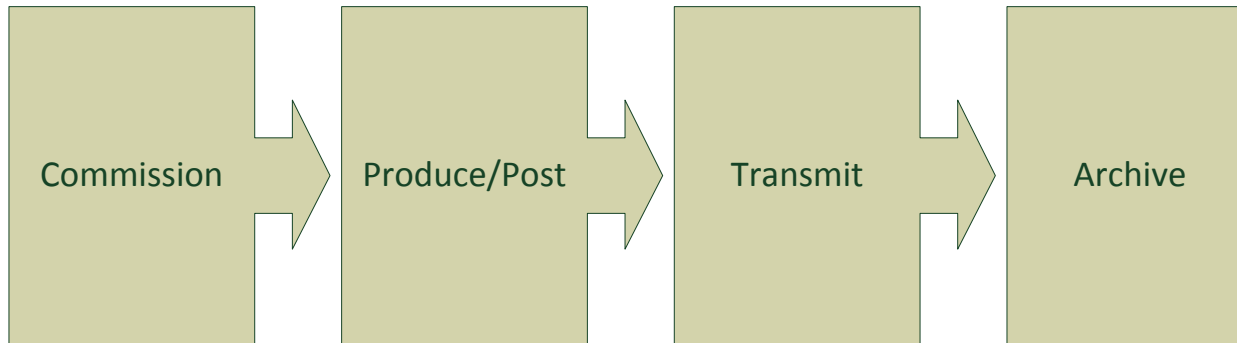
Agenda

- The context, opportunities and challenges of cloud computing for the BBC
- The BBC's approach to undertaking a Proof of Concept

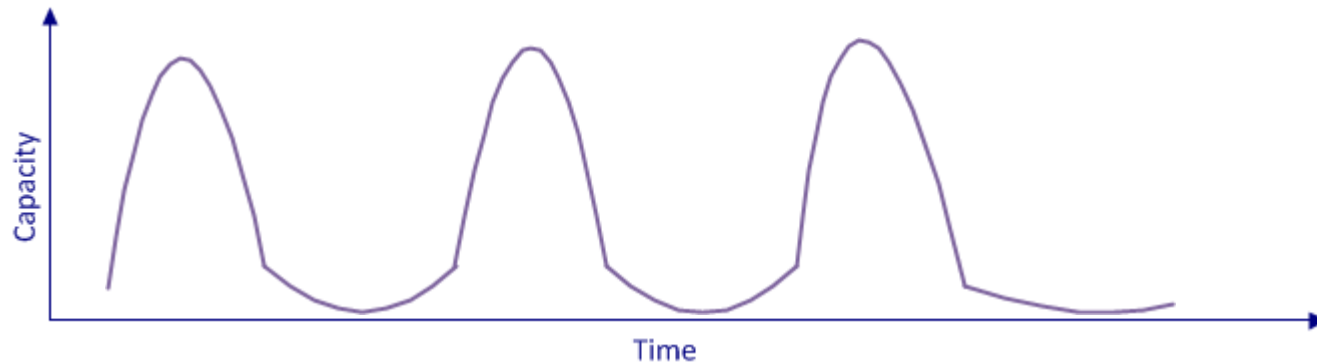
Cloud Opportunities



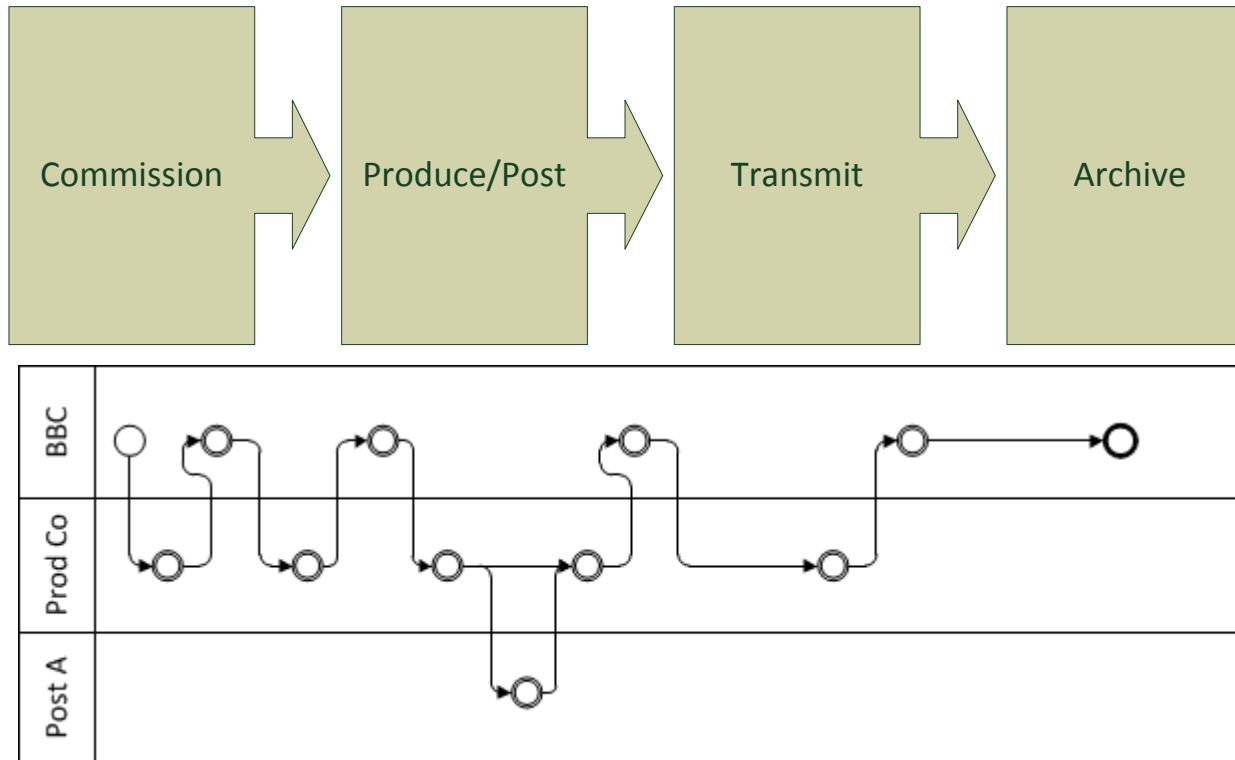
Media Workflows



Production Cycles



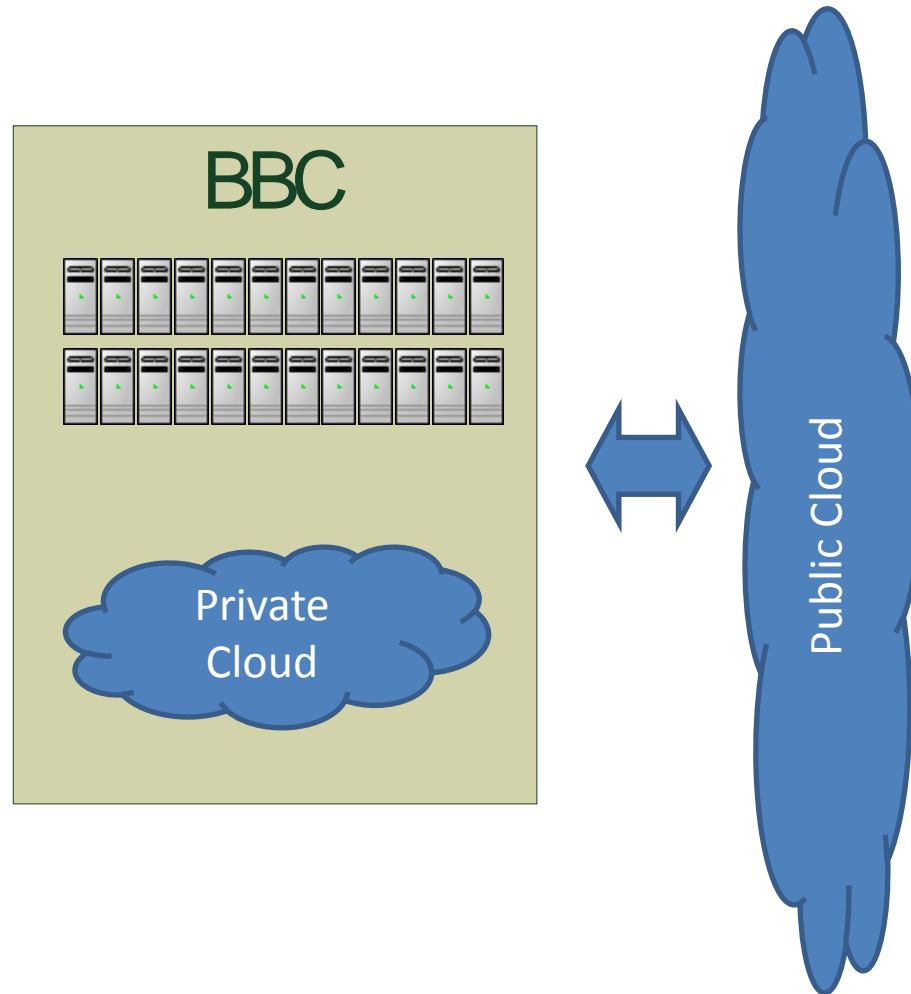
Media Workflows



Infrastructure Sprawl



Infrastructure Sprawl

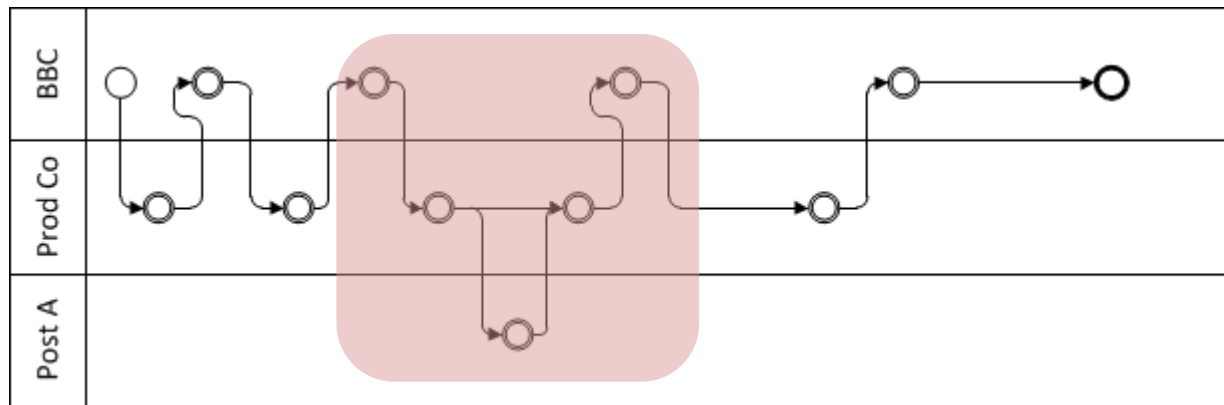


But...



Internet becomes the bottleneck

Uncompressed HD video => 1.5 Gbit/sec



What Can Go Wrong?

BBC Mobile News | Sport | Weather | iPlayer | T

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8 January 2011 Last updated at 18:09

US wants Twitter details of Wikileaks activists

The US government has subpoenaed the social networking site Twitter for personal details of people connected to Wikileaks, court documents show.

The US District Court in Virginia said it wanted information including user names, addresses, connection records, telephone numbers and payment details.

What Can Go Wrong?

The Register

Hardware Software Music & Media Networks Security Public Sector Business Science Odds & Sods

Financial News Small Biz GO Cloud Doing Better Business Tech Panel Infosmack

Print Retweet Facebook Alert

Season of TV shows blown out of cloud... for good

Someone forget to tick the back-up box

By [Chris Mellor](#) • [Get more from this author](#)

Posted in [Cloud](#), 4th April 2011 13:57 GMT

Orange Business Solo - 450 mins, 250 texts, 50MB email and a new phone

A US cloud storage provider is being sued because it did not provide a recoverable backup of TV show files deleted by an aggrieved ex-employee.

[CyberLynk](#), headquartered in Wisconsin, was used by a Hawaiian TV show production and distribution company, WeR1 World Network, to store episodes of its children's TV show, *Zodiac Island*. The files were the result of two years' of work by hundreds of people from dozens of companies, and included animation files, soundtracks, storyboards and videos.



F-A-I-L spells... fail

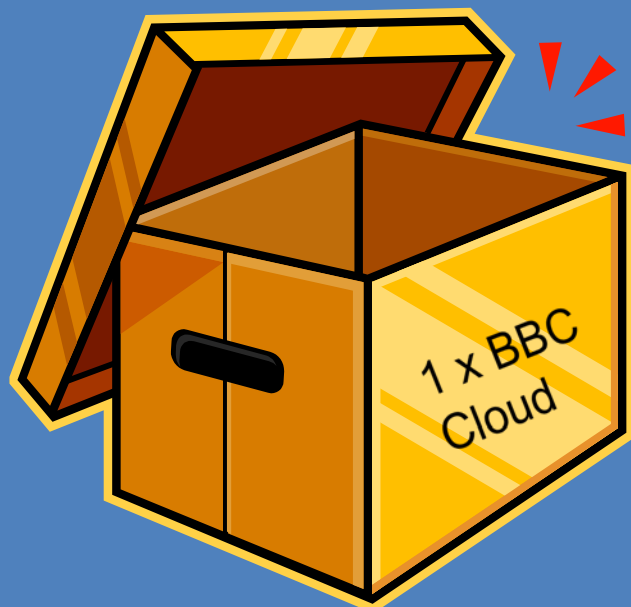
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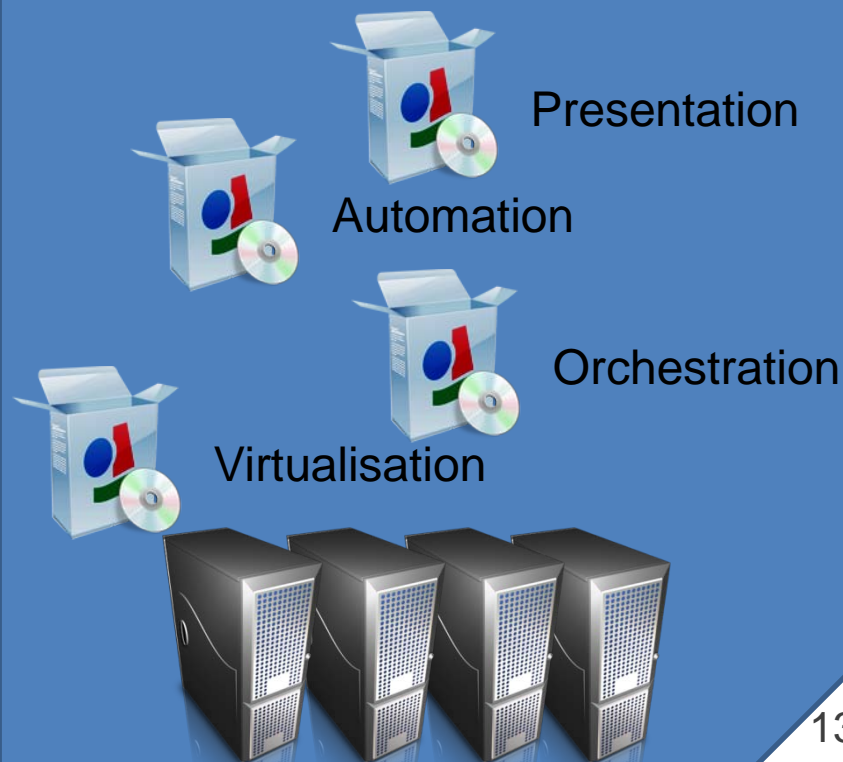
SEIZE CL
POWER IN

What do we buy?

Monolithic?

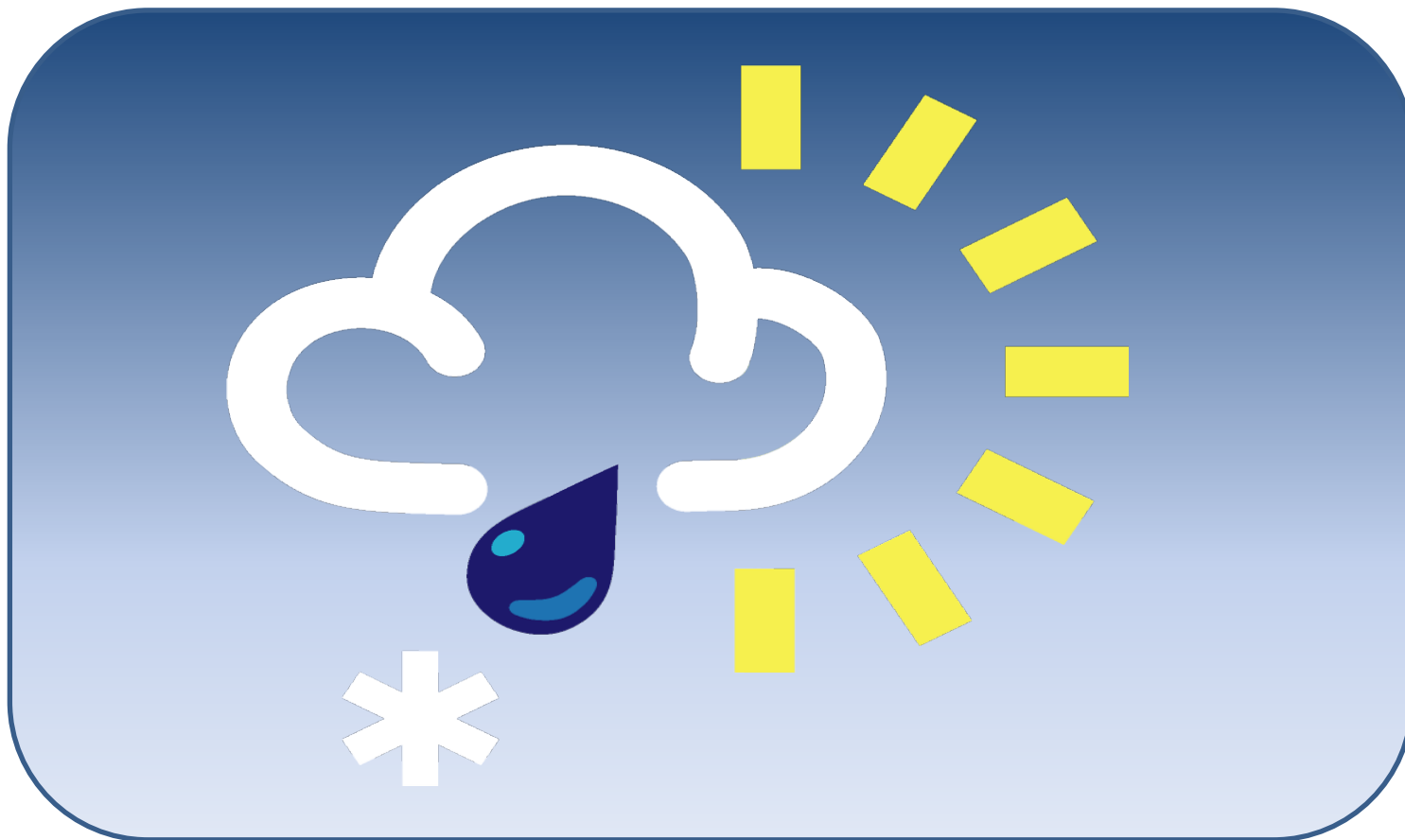


Component?



13

The BBC's Approach



What Is It?

“An intellectual and practical undertaking which seeks to increase the BBC’s understanding of the viability and applicability of Cloud technologies within a large media and broadcasting organisation.”

What Isn't It?

- It doesn't provide any new services into the organisation
- It isn't just about the technology

Why Do We Need It?

- Little is known about putting media and broadcast content and workflows in the cloud
- The market is evolving incredibly quickly
- There may be cost savings and efficiencies to be had
- We need to test our existing assumptions

Approach

Business Management

Management
Information

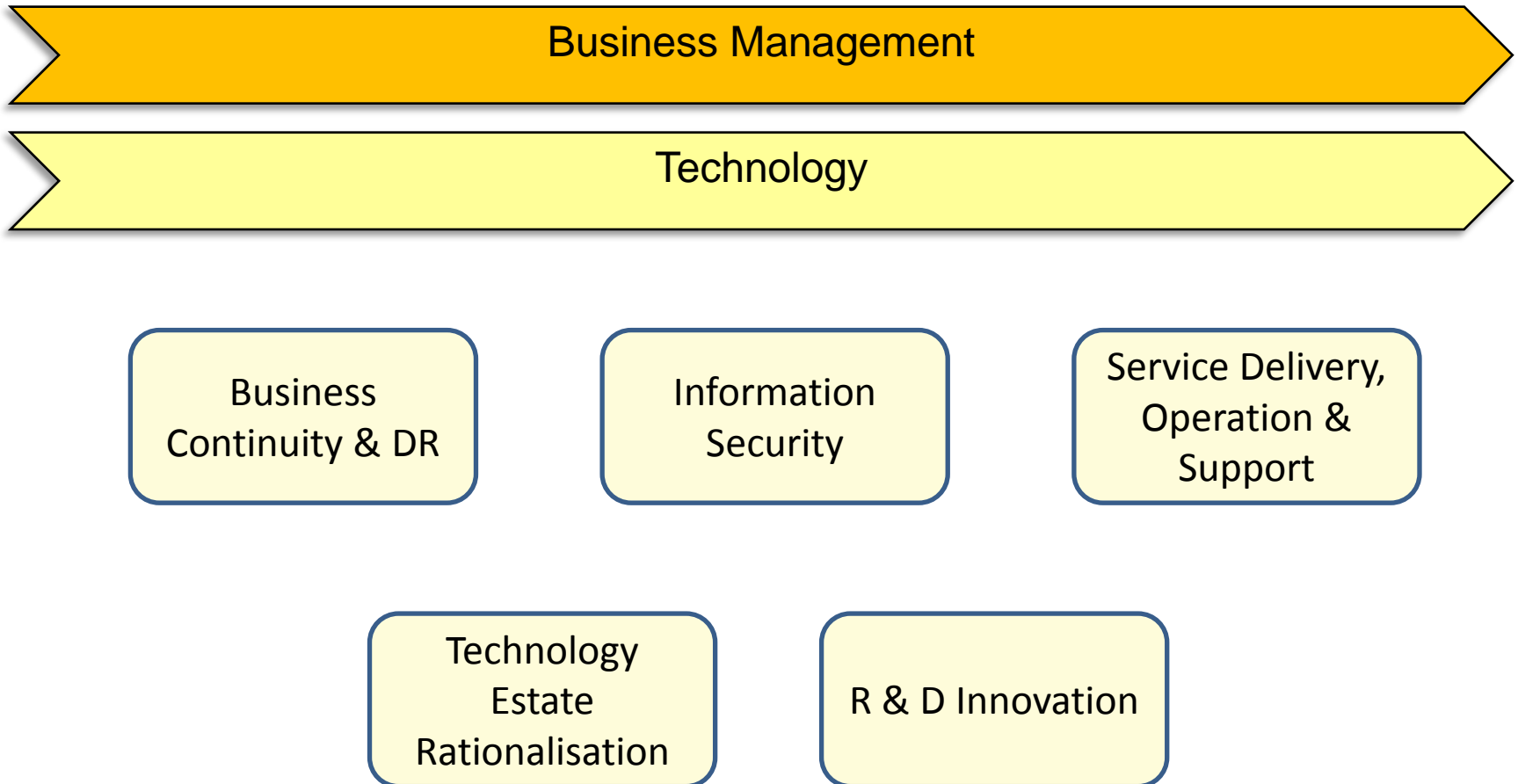
Continuous
Improvement

Governance

Change Control

Internal Controls

Approach



Approach

Business Management

Technology

Legislation, Policy & Standards

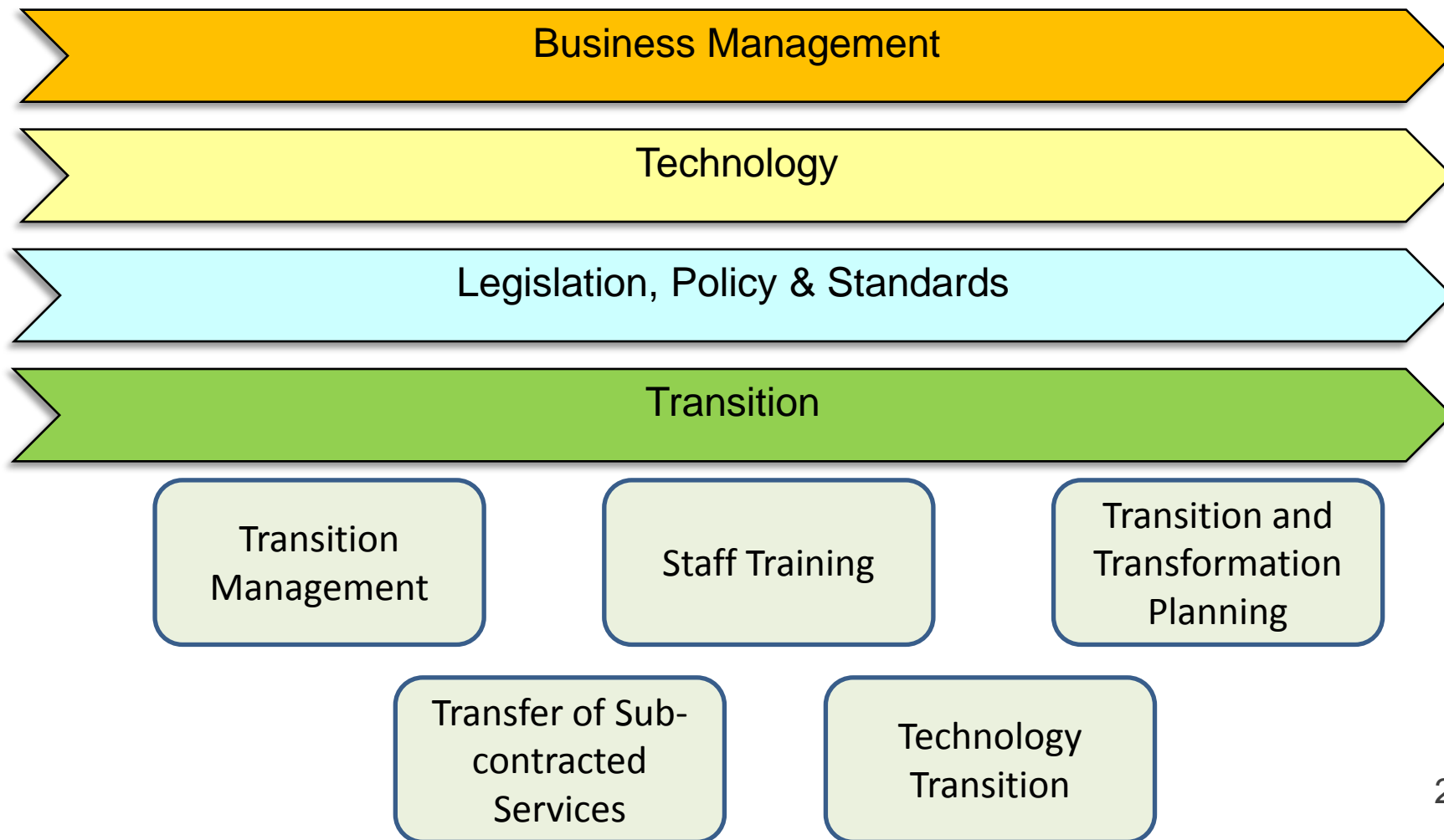
Legislation

Policies

Standards

Service Contract
and Assurance

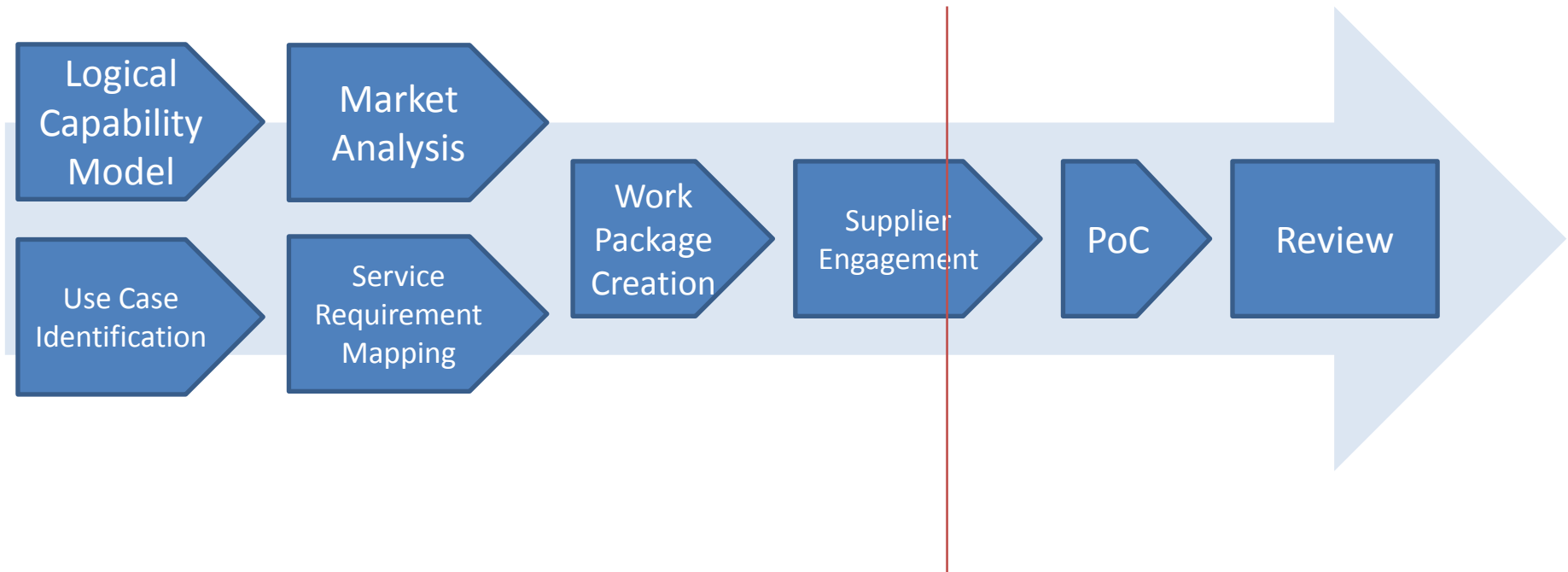
Approach



Approach

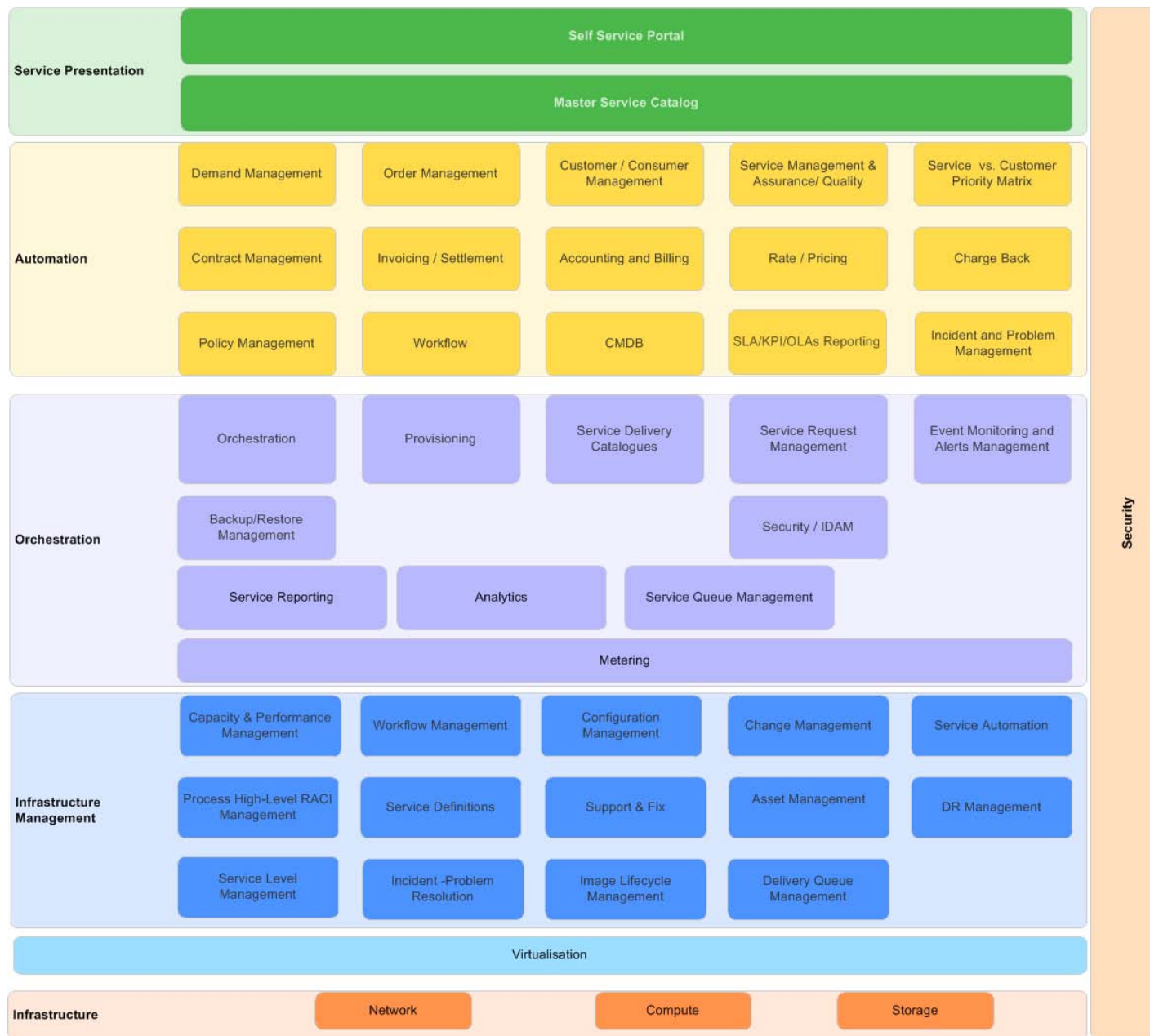
- Each category has a series of parameters that the BBC wishes to test.
- The use cases are the vehicle by which the BBC can test these parameters

Activities



Summary

- The BBC thinks that cloud delivery paradigms may offer substantial benefits
- But it's a complex and rapidly developing area so the BBC needs to become an “informed buyer” of strategic cloud services
- The PoC approach allows “real world” and media/broadcast specific examples to be used to help the BBC improve its maturity



Thank you

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