CASE STUDY

SPECTRA®

WildBrain protects high-profile global entertainment brands long-term with solution from Spectra Logic

> "The nature of our business requires us to have quick and easy access to any file in our library. We decided that Spectra's object storage solution would be the ideal medium for our archive, providing high-density storage on spinning disk, giving fast access, but without the cost of traditional NAS systems. "

Martin Jefferson, Director of Media Operations Technology, WildBrain

Spectra BlackPearl and Spectra Stack Tape Library

WildBrain™

WildBrain is a Canadian media production, distribution and broadcasting company that makes content for kids and families. Home to such brands as Peanuts, Teletubbies, Strawberry Shortcake, Caillou, Johnny Test and Inspector Gadget, the company is one of the largest independent owners of children's content in the industry. With shows seen in more than 150 countries on over 500 telecasters and streaming platforms, WildBrain also licenses consumer products and location-based entertainment in every major territory. Their ad-based video-on-demand business, WildBrain Spark, offers one of the largest networks of kids' channels on YouTube, with over 200 million subscribers. The company's broadcast arm, WildBrain Television, owns and operates four family entertainment channels that are among the most-viewed in Canada.

The Scenario

With approximately 13,000 half-hours of filmed entertainment in their library, WildBrain has significant requirements for its media storage and management. The company's expertise in building entertainment brands that have captivated audiences for decades means that it is important for them to preserve their content long-term in a reliable and affordable manner that allows them to efficiently deliver content to clients around the globe. As their media library grew to over one petabyte, WildBrain wanted to ensure that their teams could maintain quick access to content, while controlling production storage sprawl and backup costs.

WildBrain went looking for a system that would migrate files automatically from spinning disk to backup and archive repositories, seamlessly expanding capacity in a low-cost Perpetual Tier of storage.

The Solution

WildBrain acquired a complete solution from Spectra Logic. Over the course of 10 months, WildBrain deployed Spectra's BlackPearl® Hybrid Storage Platform, a Spectra® Stack® Tape Library and a Spectra NAS Solution. Spectra's BlackPearl is a modern object storage solution that manages multiple storage targets in a single Perpetual Tier of storage, including object storage disk, tape and cloud. The feature-rich platform can replicate remotely or locally to other BlackPearl systems for failover and high availability. Per WildBrain's custom storage policies, BlackPearl automatically makes two copies of their database

Teletubbies, Chip & Potato and Inspector Gadget are some of the loved kids' and family brands owned by WildBrain.

backups and two copies of their media assets. One copy is replicated offsite to the second BlackPearl node over 15 miles away, which stores it on the Spectra Stack Tape Library, while their local BlackPearl sends the second copy to the object storage disk solution for quick restore. They keep this online archive of content on the BlackPearl Object Storage Disk at their production site, making archive storage more readily accessible with a warm copy onsite.
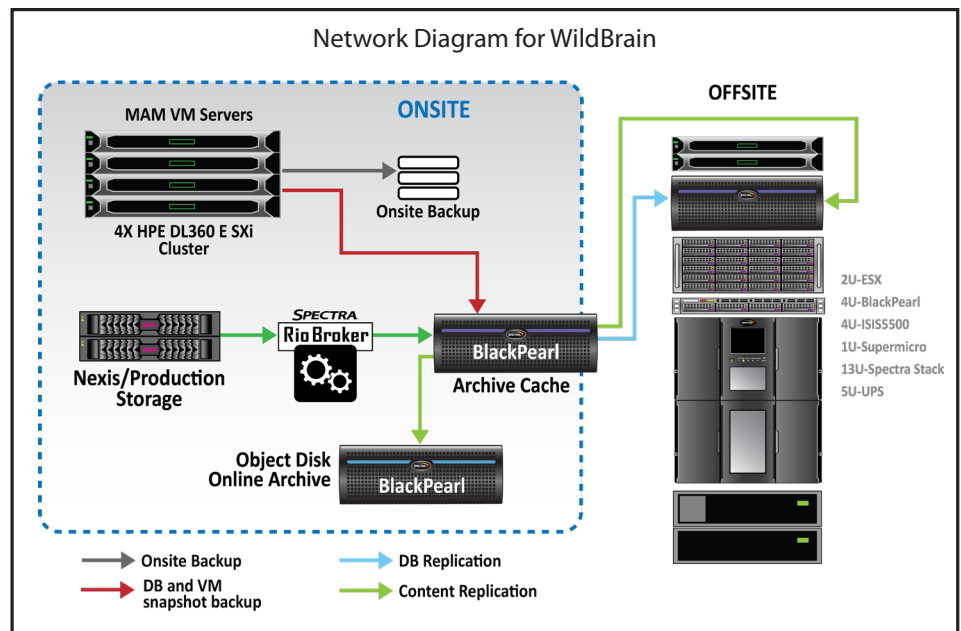
The Spectra solution not only enabled WildBrain to implement archives for multiple digital asset management applications, but also provided them with a robust disaster recovery (DR) strategy that keeps their digital assets protected with multiple copies on multiple mediums, including copies on premise and offsite.

WildBrain's media asset management (MAM) applications talk to the BlackPearl platform via RioBroker®, a BlackPearl software interface that simplifies integration to asset management applications and eliminates the need for re-certification as enhancements to BlackPearl are released. The tight integration enables users to seamlessly search, preview and restore content regardless of where it lives in the architecture

Finally, RioBroker's migration tool kit provided WildBrain with the capabilities to migrate assets off their previous NAS system (about 700TB of data). As a first step, all the content from the existing NAS system was moved into WildBrain's new Spectra NAS solution and an existing Spectra tape library as transitory repositories. As these media assets are ingested into their asset management applications, they will then be archived to the BlackPearl Object Storage Disk onsite, gradually draining the Spectra NAS and second library in conformity to WildBrain's ingest and processing plans for the content. The BlackPearl RioBroker interface will enable WildBrain to handle any future migrations quite easily and non-disruptively – be it to newer tape generations, to a different MAM system, or incorporating new storage media into their workflow.

> **"** As we worked on designing our MAM system, it soon became clear that an LTO tape library would create significant delays in restoring archived footage to live disk. Spectra worked with us and with our Asset Management system vendor to design and build a system where we can quickly restore an asset when needed and feel secure that these assets will always be safe. **"**
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> *Mina Wahba, AV Engineering Manager, WildBrain*

Network Diagram for WildBrain

Why Spectra?

- Displacement of legacy middleware
- Reducing operating expenses
- Seamless workflow integrations in multi-tenant environment
- Native support for multi-site DR
- Native cloud integration

Environment Snapshot

- Spectra BlackPearl Multi-Purpose Hybrid Storage Platform
- Spectra BlackPearl Object Storage Disk Solution
- Spectra Stack Tape Library with four LTO-8 half-height drives
- Spectra NAS Solution
- BlackPearl RioBroker
- TMD Mediaflex-UMS

Solution Recap

Spectra BlackPearl – BlackPearl was designed to provide a modern, simple portal to a multi-tier object-based storage architecture that is cost effective, easy to manage and scalable to exabytes of data. Designed for organizations where content and long-term integrity is at the core of their business, BlackPearl allows assets to move seamlessly to disk, tape and cloud storage, in a way not previously possible.

Spectra Stack Tape Library – This affordable tape library is designed to be easily installed, expanded and managed. Designed for incremental growth, Spectra Stack gives users the ability to protect their investment by migrating existing tape drives and media into the library.

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