



## TV4 SUN BUILDS TV ARCHIVE SOLUTION

### Company/Organization

- TV4  
[www.tv4.se](http://www.tv4.se)

### Vertical Market

- Media/Entertainment

### Key Challenges

- Migrate content archive to digital media.
- Minimize archive TCO.
- Simplify archive management.
- Assure disaster recovery.

### Solution

- Sun™ Managed Services implements Sun Content Infrastructure System for policy-based digital media archive and disaster recovery.

### Business Results

- 100% ROI in three years.
- 20% TCO.
- 99.5% availability for digital media archive.
- Turnaround time for storing and retrieving archived resources now measured in seconds, rather than minutes or hours.

As Sweden's second largest television network, TV4 broadcasts a wide range of programming from its Stockholm studios to that nation's 8.9 million people.

As the network continued to add new stations in the highly-competitive Swedish broadcast market, management recognized it would need to convert its programming storage and retrieval system from a manual system based on videotape to a digital media system that would enable more efficient retrieval, management and protection of the station's programming assets. TV4 also wanted to significantly reduce the technical staff required to provide IT support for its non-broadcast-related activities. That's when TV4 selected Sun™ Managed Services to design, develop and manage a customer-ready Sun Content Infrastructure System for onsite operations and offsite storage and retrieval of its digital media resources, as well as for disaster recovery protection. The Sun solution includes all of the system's hardware, software, service and support requirements—all billed on a monthly basis.

### New Reality for 21st Century Broadcasting

With more viewing options than ever and new channels regularly coming on stream, the Swedish TV audience has lots of stations to choose from. That's why TV4 management saw both a challenge and an opportunity as they continued to add more channels to remain competitive. While these new stations would presumably bring more viewers and higher ad revenues, the operation of TV4's burgeoning program library was becoming more complex, needing greater efficiency in handling and retrieving archived programming. This was particularly true since TV4 used videotape as its primary medium for manually storing and retrieving its programming resources.



According to Jonas Collsioo, Head of Operations for TV4, the network needed to keep pace with the broadcast industry's wholesale migration to digital media. "Digital technology now affects the way we work in so many ways — our workflows, how we capture and edit our content, and how we broadcast our programming," says Collsioo. "The move to digital was also seen as having a profound impact on the way we would store and retrieve our content." So as broadcasters began to embrace digital media, TV4 realized it needed a cost-effective way to replace its manual, videotape-based library system with an automated digital media archive.

## TV4 enhances the value of its digital media assets with a Sun Content Infrastructure System designed, built and managed by Sun.

But with no background in the complexities of designing and building a digital technology system, TV4 determined that the prudent strategy would be to outsource the project to a proven solutions provider that had real-world experience in the IT arena. The company also decided that, for budgetary reasons, it wanted a customer-ready, managed services solution with no infrastructure ownership and a single monthly payment for services rendered.

"We had two choices," recalls Collsioo. "One option would be to buy a lot of new hardware and software from a variety of vendors, and then build this complex system on our own. The other choice was to find a trusted technology provider that would design and build the system, and then bill us on a monthly basis for managing the entire service." The question was which strategy would be more efficient in enabling TV4 to access in real time a secure, highly available digital archive as well as provide an offsite disaster recovery solution to preserve and protect the network's investment in its programming resources.

### Sun Selected as Trusted Technology Advisor

After soliciting and evaluating a number of proposals, TV4 selected Sun to manage its digital media archive project. There were a number of reasons for this decision. TV4 concluded that Sun was the only vendor that could offer the Sun Content

Infrastructure System, a fully-assembled, tested and configured digital media storage and retrieval solution customized to support TV4's unique, on demand broadcast requirements.

The Sun Digital Asset Management Reference Architecture, which TV4 had evaluated at WGBH-TV in Boston, was used as a reference by TV4 in their selection of the Sun Content Infrastructure System. The TV4 team had been impressed with the Sun Digital Asset Management Reference Architecture's flexibility, reliability and performance in a broadcast TV environment. According to Collsioo, "Choosing Sun to design, build and manage our digital media archive system was based on our confidence that the Sun team would harness the power of the robust Sun Content Infrastructure System to create a reliable and scalable solution for TV4."

Another crucial factor in TV4's decision was that Sun Managed Services would support a comprehensive service level agreement (SLA) that made Sun responsible for ownership and management of the archive solution, which met TV4's no infrastructure ownership requirement. Sun Managed Services also agreed to provide 99.5 percent high availability for the TV4 digital asset management resource. In addition, Sun Finance simplified the payment process by crafting a monthly payment program for all of the system's hardware, software, service and support requirements, which was exactly what TV4 wanted. And TV4 selected a SunSpectrum Platinum™ Service Plan, Sun's premier level of service. SunSpectrum Platinum support is designed specifically for mission-critical environments like TV4 by delivering preemptive services, hardware support and Solaris™ Operating System upgrades for achieving maximum system availability.

“Our selection of Sun to design, build and manage our digital media archive system was based on our confidence that the Sun team would harness the power of the robust Sun Content Infrastructure System to create a reliable and scalable solution for TV4.”

**Jonas Collsioo**

Head of Operations  
TV4

“We looked at a number of companies and studied a wide range of proposals,” Collsioo explains. “Only Sun could provide a complete digital asset management solution that included hardware, software, service and technical expertise, backed by a comprehensive SLA and a simplified monthly payment program. The fact that Sun could build our system using their own technical support team and by leveraging their own technology made us even more confident.”

**Sun Delivers Sun Content Infrastructure System**

Once the three-year Sun Managed Services agreement was signed in April, 2004, Sun consultants designed, built and launched TV4's Sun Content Infrastructure System in two phases. Deployed in June 2004, the TV4 onsite facility utilizes a 22 terabyte Sun StorEdge™ 6320 System and Sun StorEdge SAM-FS software to process rapid search and retrieval requests for the network's 'broadcast-ready' digital content. The storage system is attached via Brocade 16-port switches to two clustered UltraSPARC-based Sun Fire™ V480 servers running the Solaris 9 Operating System and Sun™ Cluster 3.1 software.

Completed in December 2004, the twin offsite disaster recovery facilities each access 1.5 terabyte Sun StorEdge 3510 FC arrays attached to Sun Fire V480 servers running Sun StorEdge SAM-FS software via Brocade 8-port switches for storage management. Each site also has a Sun StorEdge L700 tape library to provide long-term storage.

With all of the broadcaster's digital assets now housed at two remote 'storage hotel' sites, Sun was able to provide TV4 with a comprehensive, redundant disaster recovery solution that protected the company's programming investment. Sun worked with iForce™ partner Qbranch System Management, a Stockholm-based facilities management firm, to provide surveillance and equipment monitoring at both sites. This allows Sun to deliver a hassle-free digital asset protection solution that allowed TV4 to focus on running its broadcasting business.

**TV4 Sees Multiple Value-Adds with Sun Solution**

Now that its digital asset management solution has gone 'live,' TV4 reports a number of important performance improvements and cost reductions. Collsioo indicated that Sun has consistently achieved (and usually exceeds) the 99.5 percent SLA threshold, which means the archive has been highly available for all of TV4's channels. Collsioo also reports that the total cost of ownership for storing and retrieving the network's programming assets has been reduced by 20 percent, and that he expects to achieve 100% ROI within three years. Finally, the feedback from the station's staff has been very positive, since programming can now be archived and accessed in seconds, not minutes or even hours as was the case with the legacy videotape library.

“With our Sun Content Infrastructure System under the management of Sun Managed Services, TV4 now has a real competitive advantage in our marketplace,” Collsioo concludes. “This means we can continue to add new stations and deliver more programming choices to our viewers faster and more cost-effectively.”

**Learn More**

Get the details. For more information on TV4, visit [tv4.se](http://tv4.se). And for more information on Sun, please visit [sun.com](http://sun.com).

**Sun Technology**

- Sun Fire™ V480 servers
- UltraSPARC® processors
- Sun StorEdge™ 6320 system (22TB)
- Sun StorEdge 3510 FC Arrays (1.5TB)
- Sun StorEdge L700 tape libraries
- Solaris™ 9 Operating System
- Sun StorEdge SAM-FS software
- Sun™ Cluster 3.1 software

**Sun Services**

- Sun consultants designed and built end-to-end Sun Content Infrastructure System.
- Sun Managed Services provide customer-ready, low-cost archive management.
- SunSpectrum Platinum™ Service Plan provides 24/7 mission-critical support.
- Sun Finance crafted a single, simple-to-manage monthly payment program.
- Sun provided user training for Sun Content Infrastructure System.

**Third-Party Products**

- Brocade 8- and 16-port switches

**Partner**

- Qbranch System Management