

2018 Creative STORAGESM CONFERENCE

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AN ENTERTAINMENT STORAGE ALLIANCE™ EVENT



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TITLE: How (and Why) WGBH-TV Built a Hybrid Cloud Archive

ABSTRACT

WGBH Boston is the largest producer of PBS content for TV and the Web, including Masterpiece, Antiques Roadshow, Frontline, Nova, American Experience, Arthur, Curious George, and many other primetime, lifestyle and children's series. With 50 years of archived content, and production teams creating more content than ever before, WGBH faced an assortment of data management challenges: making archived content rapidly available for new productions, scaling the storage infrastructure to handle an explosion of new content, and establishing a complete and automated disaster recovery plan. After weighing the options, WGBH selected a hybrid cloud approach that replaces tape and physical drives for storage with a 2PB object storage system which provides the WGBH team with fast access to data, limitless capacity, modular and easily-managed growth, high density, low cost, and detailed metadata to facilitate search. Object storage's ability to accommodate large amounts of metadata was vital to WGBH for Elastic Search. Metadata provides a detailed description of the content in every storage object, allowing production staff to quickly locate content stored within the media through straightforward, automated searches. Metadata also allows WGBH's IT team to move media from one tier to another in the storage system and still keep it readily searchable. Older and less-used data goes to the cloud via Amazon S3, and all data is also backed up to tape as well. Disaster recovery is now an automated process, saving the WGBH team time while distributing media to storage resources beyond Boston for a truly disaster-recoverable solution.

BIOGRAPHY

Jason, a graduate of the University of California, Irvine, came to Cloudian in 2018 in the role of Channel Marketing Manager. Jason brings with him years of experience in partner marketing and evangelizing object storage from his time at object storage competitor Scality and channel partner FusionStorm.