



Intelligent Clustered Storage



Application

Storage for the digitization, online delivery and disk-based archiving of Paramount's television assets.

Challenge

PDE needed a flexible storage system that could automate storage administration tasks and help the company better leverage existing IT resources. They were looking for a system that could be used for production, delivery and archiving of their rich-media digital content.

Isilon IQ Benefits

- Designed for the performance and file size requirements of PDE's digital content
- Decreases time of the review cycle through a single, shared pool of storage
- Provides ability to cost-effectively store content in a variety of formats and bit rates

"Isilon IQ is an ideal storage system for digital content and enables us to develop new digital media products and services that capitalize on Paramount's vast library of television and entertainment assets."

— David Baron,
VP Production & Programming,
Paramount Digital Entertainment

ISILON IQ AND PARAMOUNT DIGITAL ENTERTAINMENT

Paramount Digital Entertainment Uses Isilon IQ to Unlock New Revenue

Paramount Television has one of the largest television libraries in the world, with over 55,000 hours of programming including hit shows such as *I Love Lucy*, *Cheers*, *Frasier* and the *Star Trek* franchise. Since digitizing tens of thousands of hours of analog content would require thousands of terabytes of storage, Paramount Digital Entertainment (PDE) actively identifies the content that could be used digitally to generate new sources of revenue through new digital distribution channels.

Designed specifically for large digital content files like frames from television shows and films, Isilon IQ is an important piece of the infrastructure used to develop new digital media projects at PDE. One past project was the use of Isilon IQ in a new production environment for Entertainment Tonight Online.

The secret sauce in Isilon IQ is its OneFS™ distributed file system, which allows companies like PDE to create a single, shared pool of content. In the initial phase of the ET Online project, once content was encoded and digitized, content creators and editors across heterogeneous workstations (Windows, UNIX and Mac) were able to review and edit all content from a single repository prior to distribution. Once the content was finalized and approved for distribution, PDE used the Isilon IQ storage cluster as a staging point for a major content delivery network (CDN) for distribution over the Internet to end customers. Because Isilon IQ was designed specifically for the performance demands of digital content, it was able to exceed the high throughput requirements for delivery of the content to the CDN's servers.

Based on the success of this initial development effort with ET Online, the content was moved off of Isilon IQ and into production with a major CDN business partner of Paramount's so that viewers across the globe could access online content for the #1 source on celebrities, show business and Hollywood happenings. Today Isilon IQ is being used as the storage system to develop other exciting new digital media projects at Paramount Digital Entertainment that take advantage of Paramount's vast library of television assets. Once assets are digitized, they are also archived on the Isilon IQ cluster for future use. By keeping a digital copy of this content online and readily available, PDE is able to access this content faster than it could using tape or other archival media, ensuring that the company is always poised to quickly take advantage of new opportunities based on existing assets.

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