

CASESTUDY
ENDEMOL SHINE
NORTH AMERICA



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Endemol Shine North America delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe.

ENDEMOL SHINE NORTH AMERICA RELIES ON NEXSAN STORAGE SOLUTIONS FOR TV SHOW PRODUCTION

CUSTOMER OVERVIEW

Endemol Shine North America (www.endemolshine.us/about) delivers world-class content and compelling storytelling to multiple platforms in the U.S. and across the globe. Endemol Shine North America is part of Endemol Shine Group, the global content creator, producer and distributor with a diverse portfolio of companies that are behind some of the most prominent hit television formats and series in the world. These include Big Brother (CBS), Ink Master (Paramount Network), MasterChef (FOX), MasterChef Junior (FOX), Swamp People (History), The Real Housewives of Atlanta (Bravo), Below Deck (Bravo), T.I. & Tiny: The Family Hustle (VH1), Page Six TV (Syndicated), Fear Factor (MTV), Trading Spaces (TLC), Deal or No Deal (CNBC), LOL (Amazon), The Masked Singer (FOX), Utopia (Amazon), Family Food Fight (ABC), Extreme Makeover: Home Edition (HGTV), and The Biggest Loser (USA).

THE CHALLENGE

Just a few years ago it was standard to shoot a conventional television show on videotape and work in proxy resolution because editing at high resolution was prohibitive. This offline and then online editing process to conform each episode was labor intensive and required multiple assistant editors over two shifts along with expensive broadcast decks. And that was just for one episode.

THE SOLUTION

File-based workflows were just starting to make their way into the industry about 8-9 years ago and that's what really motivated Endemol Shine North America to look for a solution that would streamline their processes and save them a significant amount of labor and time in production. Endemol Shine North America developed a business model around a file-based workflow to give them the ability to have all of the camera masters available online, at the same time.

After a thorough review guided by a leading solutions provider in the media and entertainment space, Endemol Shine North America selected Nexsan as it met its three top criteria of affordability, stability, and solid support far better than any other viable solution on the market. In addition, Endemol Shine North America was impressed with Nexsan's market reputation, particularly its well-known engineering prowess. Avid was selected for the file-based workflow.

Today Nexsan storage is the backbone to the file-based workflow that allows every edit client within Endemol Shine North America to be able to access the storage media to transcode it for editorial. This is as many as 150 simultaneous editors. Alex Palatnick, Vice President, Post Production, Endemol Shine North America explained, "We developed a series of simplified file-based workflows over the years which have always relied upon top-notch stable equipment to support it. Nexsan has served as a critical element of this infrastructure.



NEXSAN

325 E. Hillcrest Drive, Suite 150
Thousand Oaks, CA 91360

866.4.NEXSAN
www.nexsan.com
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Today, Nexsan houses our camera masters. When we go into production, and we are doing acquisition – shooting a television show, all of that content lives full-time, until the show wraps, on Nexsan. Our storage must always be in perfect operating condition, and it must be flexible. It must be able to expand and support continuous, planned and unplanned content creation. And, it must enable us to protect, find and retrieve any content, at any time – and that is exactly what Nexsan has provided.”

CONTINUOUS INNOVATION

Endemol Shine North America’s first high density storage array was a Nexsan E-Series 60 (E60) with 80TB, which is, “Still used and still running perfectly today.” Palatnick continued, “Since our initial purchase, Nexsan and its product family have done nothing but evolve and continue to innovate. So, recently, when we required a solution that would also provide even greater throughput and bandwidth, we partnered with QSR Systems and together we agreed that Nexsan should be the first place we look. We knew it would be our best choice from a features, functionality and ROI standpoint. And, while we did our homework and researched other potential options, Nexsan Unity™ stood out from its competitors.”

Since the Nexsan Unity deployment, the four Nexsan E60s with over 1PB have been aggregated at the subsidiary site 51 Minds, and the Nexsan Unity at ½ PB is now serving as the backbone of the entire post-production network at the corporate site. When the camera masters land on the Nexsan arrays, Endemol Shine North America has a front line series of systems that now access that media to transcode it, within the same timeframe, for editorial. The E60s and the new Nexsan Unity work in conjunction with Avid, from which all editorial is completed. Today, every edit client on the floor is able to access all storage pools dynamically. And, the new Nexsan Unity ensures bandwidth mitigation across all users.

AND, THAT’S A WRAP

Endemol Shine North America counts itself among the first to deploy a file-based workload of this magnitude. Others in the industry were hesitant. Less reliable data storage options resulted in unrecoverable data loss due to technical malfunctions and user errors. Due to the processes developed by Endemol Shine North America and its technology foundation – headlined by Nexsan - Endemol Shine North America fortified its data protection and increased efficiency. Endemol Shine North America saved thousands of dollars in rental equipment and reduced the number of man hours needed by 92% per episode.

ABOUT NEXSAN

Nexsan® is a global enterprise storage leader, enabling customers to securely store, protect and manage critical business data. Established in 1999, Nexsan has built a strong reputation for delivering highly reliable and cost-effective storage while remaining agile to deliver purpose built storage. Its unique and patented technology addresses evolving, complex enterprise requirements with a comprehensive portfolio of unified storage, block storage, and secure archiving. Nexsan is transforming the storage industry by turning data into a business advantage with unmatched security and compliance standards. Ideal for a variety of use cases including Government, Healthcare, Education, Life Sciences, and Media & Entertainment. Nexsan is part of the StorCentric family of brands along with Drobo – and operates as a separate division to securely protect business information.



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