CHALLENGE:

Many media companies deal with mountains of raw video content that they generate, store on individual hard drives or other physical digital media, and send back to the home office for processing. Once there, these drives sit on shelves, dusty, dispersed, and uncataloged until copied to a high-speed SAN for editing. CrossFit faced these same data storage challenges.

SOLUTION:

CrossFit, Inc. selected a workflow combining HGST Active Archive System and Amazon Web Services to solve many of the production delay issues that it faced in the media creation and distribution process.

RESULTS/BENEFITS:

- *Increased efficiency of project workflows via centralized assets*
- *Faster and more efficient management, location and access to content*
- *Scalability that allows CrossFit to increase its capacity demands now and in the future*

CASE STUDY: CrossFit

World Renowned Fitness & Health System

Accelerating Media Workflows for CrossFit

Integrating On-Premises Storage and Amazon Web Services in an Active Archive

CrossFit, Inc., produces a myriad of high value media assets, from its Workout of the Day (WOD) videos to the comprehensive production of its annual CrossFit Games broadcast on ESPN each year. CrossFit was experiencing explosive growth in its physical fitness and media production and distribution business and was confronted with the very real hurdles of outdated and cumbersome data storage scenarios that cause ever-growing post-production delays.

Situation

Media production workflows have many potential pain points. Data storage is a primary example, with issues around capture and save, edit and post-production, as well as long-term archival of the finished product.

Many companies take advantage of the convenience of the compute and storage power AWS offers, while also knowing that storing vast amounts of raw content in the cloud can be costly, inefficient, and wrought with data management headaches. Keeping petabytes of raw digital content on-premises and at the fingertips of internal production teams can dramatically reduce workflow times and increase efficiency, but the luxury of on-premises transcoding, play out, and content distribution can become an economic challenge. This is where AWS cloud services come into play.

CrossFit's media productivity was inefficient, as it was unable to efficiently retrieve archived media files from many physical drives in disparate locations. In addition, growing warm and cold media files had increased to greater than 1PB, and new media formats made daily storage a challenge with its current infrastructure.

The CrossFit company digitally records its annual games, which represents the majority of video content the company

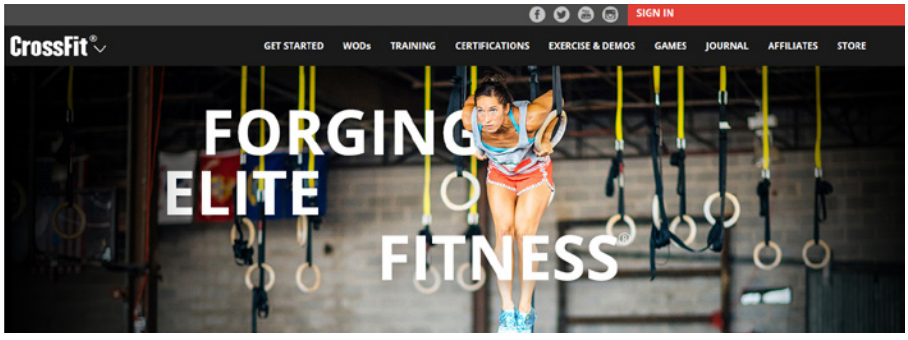

Image from the CrossFit homepage

CASE STUDY Active Archive Alliance

must edit. In 2015, the CrossFit Games had 273,000 participants in the open competition. Participants progressed through super regionals and then to the finals. Nearly 30 cameras recorded hours of content, in both Red Camera 4K and standard definition formats throughout the week-long competition. CrossFit headquarters then received dozens of hard drives and RAID arrays with the raw video content that served as the development source

for ESPN broadcasts and other productions. Additionally, CrossFit uses historical content dating back ten years stored on LTO and DV tapes to tell its stories.

CrossFit's challenge was that it needed a storage system that could scale and provide centralized management for on-premises storage with integrated support for AWS. It was essential that CrossFit have the ability to centralize assets for efficient project workflows and to support increased capacity demands now and in the future.

> **"With the new active archive architecture in place, pulling up a particular athlete's performance from 2007 to add color to a current piece is simple and time-saving."**

Ingest and Edit

With an active archive, the CrossFit team is able to better manage, locate, and access content that historically sat on shelves, offline and uncatalogued, and which had been causing production workflows that were frustratingly cumbersome for the team when it had to laboriously search for the right content for each project. The production staff intends to migrate more than 1PB of raw content to an on-premises active archive solution through an S3-compliant Media Asset Manager.

Once content is archived, cataloged, and available on the internal network, post-production workflows become much more efficient, saving time and effort. CrossFit employs dozens of producers and editors during the CrossFit Games production cycle, and all of them need access to the latest raw and historical content to best tell the CrossFit Games story. With the new active archive architecture in place, pulling up a particular athlete's performance from 2007 to add color to a current piece is simple and time-saving.

To produce the final CrossFit Games content for ESPN and other outlets, CrossFit maintains 300TB of high-speed SAN storage for editing. With the addition of the scalable HGST Active Archive System, now the producers and editors can overcome the barriers and headaches of the past as they crank out CrossFit Games final shows. No more searching dusty shelves trying to guess which disk or array has the content they need. Once completed in ProRes format, CrossFit would move each project back to the active archive and then clear the SAN and prepare to edit new projects.

Media Workflow with HGST Active Archive System and AWS