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DIVA

Cloud-Based Content Storage Management with Oracle DIVA Cloud Service

Giving Broadcasters a New Avenue for Profitability

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“Many of our clients had been asking about digital archiving, disaster recovery, and tapeless workflows, so we decided to put a system in place that would give them a customizable way to organize and manage their asset libraries online. The fact that so many organizations—especially sports-oriented ones—are using [Oracle’s content storage management solutions] carried a lot of weight with us during our research, and still does. It showed us that the solutions are proven.”

ROY LIEMER

PRESIDENT

VISTA WORLDBLINK

Introduction

Advances in streaming technology and the proliferation of internet-connected devices—from smartphones to tablets, and from set-top boxes to Roku players—have made it possible for consumers to view just about any content, anywhere, anytime. In fact, they have come to expect it. The latest trend, internet-enabled television, creates a pipeline directly from the content owner to the living room, taking even gaming consoles and streaming devices out of the equation. At the same time, improvements in encoding technology and nearly limitless bandwidth mean content owners can deliver what is often better-quality content by IP, rather than by traditional linear terrestrial and satellite methods.

This changing landscape presents a huge opportunity for media organizations to connect with users and build new revenue streams. Whether it is the latest Hollywood blockbuster or an obscure video clip from years ago, for every piece of content, there could be a potential viewer waiting to access it—and willing to pay to get it. Many media organizations own decades’ worth of content that could be offered up for fee-based consumption—if only that content were digitized and easily accessible on demand.

This white paper discusses how cloud-based content storage management (CSM) solutions, such as Oracle DIVA Cloud Service, make it feasible and profitable for content owners to distribute all kinds of content.



Big Opportunity, Big Challenges

Content owners around the world have begun to tap into this rich source of revenue, but as for realizing its full potential, most encounter obstacles related to migrating, managing, and distributing the content in a way that makes it easy for users to access it from any screen, any time. Despite their best efforts, content owners are often left struggling to keep pace with demand, and with ever-changing devices, formats, and protocols. Many are using homegrown solutions that have been pieced together over the years as technology has evolved, often resulting in complex systems that are difficult to operate, scale, and support. Meanwhile, the market is demanding more from these systems, and the only way to meet that demand is to put yet more resources behind them and add even more cost. Workflow steps such as metadata capture, multiformat transcoding, packaging, delivery, and scheduling are manual, inefficient, and costly. The workflows are rarely integrated with their associated file-based infrastructures. Moreover, the technical challenges associated with ever-changing online video formats and metadata requirements increase cost and complexity exponentially for each additional distribution target.

Cloud-Based Content Storage Management Overcomes Challenges

Traditionally, the best way to overcome the obstacles to content accessibility has been with the Oracle DIVArchive content storage management solution. Over the past 10 years, these award-winning products have become the de facto industry standard for CSM. Now, the capabilities of Oracle DIVArchive content storage management software are evolving to meet the latest in cloud technology in a service platform known as Oracle DIVA Cloud Service.

Because Oracle DIVA Cloud Service is built on the Oracle DIVArchive platform, all existing customers of DIVArchive 6.5 and above are running a cloud-aware platform and can easily migrate to Oracle DIVA Cloud Service. What was once a major capital purchase for expansion or for new features is now available as a service at a fraction of the cost. Additionally, you can scale up and down on demand to meet the changing needs of the modern media business, so you pay for what you need, when you need it, with little or no capital investment. It enables content owners to account for changing technologies without having to invest their own resources, because technological evolution is automatically incorporated into the platform, and its benefits become immediately available.

Oracle DIVA Cloud Service changes the way media organizations manage and monetize assets.

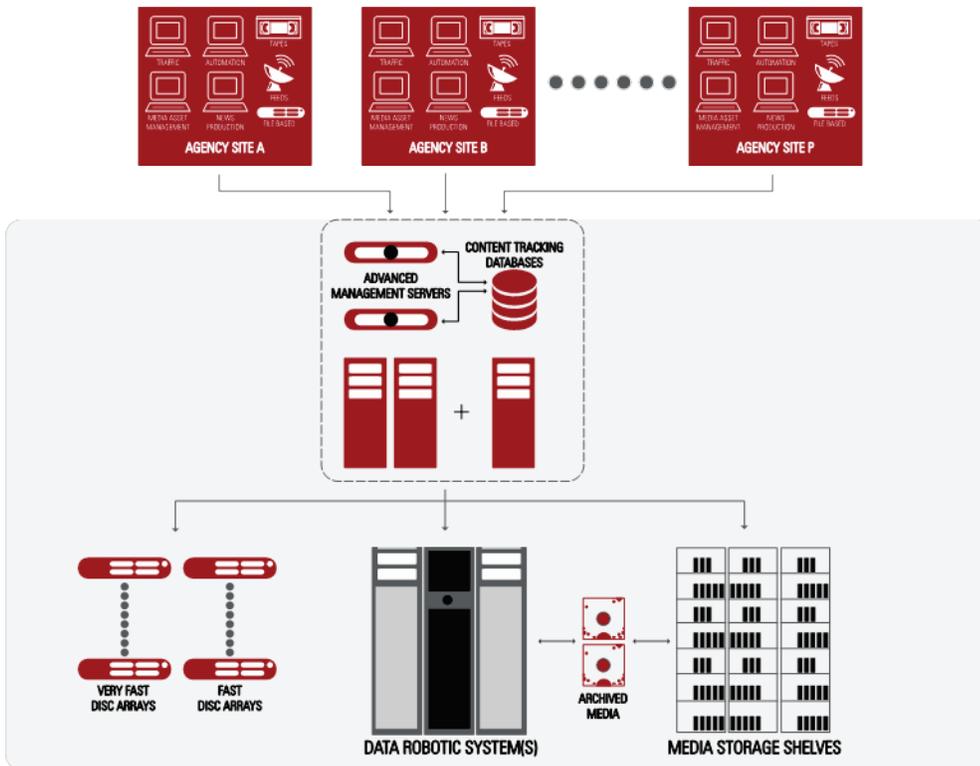
Maximizing the Cloud to Optimize Assets

Oracle DIVA Cloud Service is the first solution in the industry to embrace the cloud for enterprise-scale CSM, and it represents a large R&D investment. It is an integrated, cloud-based environment for managing assets on a global scale, from any device and any location. Oracle DIVA Cloud Service users enjoy an outstanding range of benefits in adaptability, on-demand scalability, capital and operational cost reduction, and simplified maintenance.

Specifically, Oracle DIVA Cloud Service enables an organization either to augment or to replace some of its in-house, dedicated, capital-intensive equipment with private, public, or hybrid cloud services. In addition, it enables delivery to all necessary channels, from traditional broadcast to online.

Something New, but Familiar

The foundation for its cloud service is the Oracle DIVArchive CSM portfolio of products, implemented in world-class, highly secure, and high availability facilities and managed by Oracle. Oracle DIVA Cloud Service is designed for media organizations that face not only the traditional pressures of managing mission-critical assets, but also the many challenges of successful operation in today's industry—namely, constantly changing organizational structures, the need to consolidate operations, and increasing reliance on outsourcing. Oracle DIVA Cloud Service technology provides a route to sustained profitability in fluid and competitive operating conditions by offering rapid infrastructure deployment on demand; by matching IT investment to revenue opportunities; and by making it easier to bring new channels to market at the lowest-possible cost, in the shortest possible time.



Content storage management as a service

Oracle DIVA Cloud Service is unique in that built-in content distribution is a standard feature, so distribution is automatically and tightly controlled based on predefined policies. Each asset will likely go through multiple monetization cycles, with each cycle based on a different technology. Oracle DIVA Cloud Service accounts for all those different technologies, enabling content owners to serve any screen, any time. The cloud-based CSM service ensures content gets delivered efficiently—either internally or externally—while fulfilling security, format, and transport requirements.



Easy to Try

Content owners who already use the Oracle DIVArchive CSM solution can add Oracle DIVA Cloud Service to expand their existing onsite capabilities easily and cost effectively. This simple addition yields almost infinite scalability, lowers costs, and provides enhanced resilience and security, while retaining the trusted video lifecycle-management capabilities inherent in the Oracle DIVArchive CSM solution.

Scalability, security, and efficient use of available bandwidth are the keys to implementing cloud-based solutions for CSM. As part of Oracle DIVA Cloud Service, you have access to unique solutions to address these concerns.

The hosted tape facility is also available as an archive option for cloud-based archive customers, enabling them to archive their assets to tape, rather than storing them indefinitely on the expensive, shared spinning disk of typical cloud platforms.

One Seamless Workflow

With Oracle DIVA Cloud Service, customers can turn their asset libraries into revenue while meeting the demand for any screen, anytime content delivery. This fully automated, rules-based, online publishing solution uses the cloud to streamline content management and distribution, and targets the most popular consumer technologies, making it possible and profitable to distribute content.



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