

## WRN Archive and Storage

**WRN Broadcast is the premium supplier of bespoke archive and storage solutions.**

We offer a full MPAA and FACT certified archiving and storage service. From metadata tagging and digitisation to transcoding and data-tape services, WRN Broadcast can tailor the technology to fit your specific requirements.

WRN Broadcast employs the best technology.

### **Content Management**

- ✓ Multi-format encoding and transcoding
- ✓ RAID protected online storage
- ✓ Enterprise class media asset management

### **Archive**

- ✓ LTO5 tape archiving (with backwards compatibility to LTO4)
- ✓ Tape replication to mirrored off-site archive
- ✓ Fully redundant archive control system

### **Maximum Flexibility**

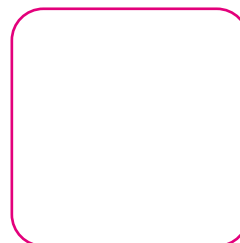
Your digitised assets can be stored within our London storage facility. We operate several secure file transfer systems to receive or distribute content anywhere, quickly and safely.



We securely store the media assets of some of the best-known names in sport, movies and TV, including all the major movie studios, Manchester United TV, Top Up TV and Africa's Zuku channels. We are trusted by Hollywood to receive, archive and distribute movie content in both SD and HD.

### **For further information please contact our sales team on:**

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www.wrnbroadcast.com



## WRN Broadcast improves digital workflow for Manchester United TV

### Overview

- Manchester United TV (MUTV), the official dedicated Manchester United television channel, distributed worldwide and on Sky and Virgin Media in the UK and Ireland, approached international broadcast services company, WRN Broadcast to develop a new workflow-based solution to improve the storage and delivery of its significant tape archive
- Content included Premier and Champions League football footage, reserve matches, youth team games and training sessions
- MUTV also wanted to create an operational workflow that would improve its productivity and performance at a technical level.

### Solution

- WRN Broadcast undertook a workflow evaluation in order to ascertain the best technology for MUTV's needs and worked with them to develop the most suitable solution.
- WRN Broadcast's content management team received in excess of 2500 broadcast master tapes in multiple formats from MUTV. WRN Broadcast then ingested the tape material into IMX 30 with a QuickTime Wrapper. All encoded assets were then stored within a bespoke digital archive, designed by WRN Broadcast.
- WRN Broadcast also created two LTO4 data tapes for deep archive and disaster recovery purposes.
- In conjunction with WRN Broadcast's partners, the system was then integrated into MUTV's facilities,

and WRN Broadcast instigated a turnkey storage and asset management solution. This system creates low-resolution proxy files that enable MUTV staff to browse the archive and access content from their desktop, edit metadata fields, associate media with assets (e.g. scripts) and edit the material.

### Result

- Workflow has been improved as MUTV's editorial team has access to the digital content library. This has sped up productivity at MUTV, raised the quality of the channel and increased efficiency by reducing tape-handling and time spent in expensive edit suites.
- MUTV subscribers benefit from the availability of additional, reverted content from the MUTV archives.
- Sameer Pabari, Managing Director, MUTV commented: "WRN Broadcast's expert consultancy and insight into digital workflows, has enabled MUTV to integrate a technology solution that increases our efficiency and, most importantly, improves the quality of services we deliver to our subscribers."

**For more information about WRN Broadcast and its complete portfolio of services, refer to [www.wrnbroadcast.com](http://www.wrnbroadcast.com)**

