Media & Entertainment (M&E) companies face unique challenges many businesses never see, including the need for high compute capacity, rising costs associated with content creation and data transfer bottlenecks that can arise at any point from pre-production to delivery.

And the differences don’t stop there. Growth is hitting M&E hard. According to Cisco, 72% of all Internet video traffic will cross over Content Delivery Networks (CDNs) by 2022.¹ That’s up from 56% in 2017. To give viewers the near-perfect experiences they expect, many M&E organizations are looking to technology for help.

WHEN CONTENT IS KING, DATA IS QUEEN
A Close-Up on Colocation for the Media & Entertainment Industry
As entertainment evolves, so too must the IT infrastructure that supports it. But it’s not that simple. According to a Spiceworks survey of IT professionals in M & E organizations, there are three main challenges that get in the way of innovation:

**Performance, capacity/scalability and limited resources.**

**PERFORMANCE**

78% of respondents said that improving performance was one of their top IT initiatives. M & E organizations also reported that, on average, 55% of their data is latency sensitive, making performance an especially high priority.

78% said performance was a priority

55% of M&E data is latency sensitive

**CAPACITY & SCALABILITY**

Experts predict that cloud storage for the M & E industry will grow 16.5x between 2016 and 2022.² And IT pros are feeling the squeeze, with more than half reporting that capacity and scalability are major challenges.

**LIMITED RESOURCES**

Whether it’s due to a lack of financing or a shallow talent pool, many IT departments in M & E organizations aren’t getting what they need. 76% of respondents to the survey said they were facing shortages in time, staff, knowledge and expertise, while 42% were up against budget constraints.

**TOP CHALLENGES**

NET 85%

- Budget constraints: 42%
- Time required to transition/upgrade current environment: 38%
- Limited time/staff: 37%
- Lack of knowledge regarding solutions/providers: 34%
- Lack of skills/expertise required to deploy & manage solutions/providers: 34%
Yes, M&E is fraught with challenges. But forward-thinking companies are facing them head on. How? By centralizing their workflows in high-density, low-latency hybrid cloud environments.

Hybrid cloud workflows help M&E organizations keep up with demand from every side—from managing rapidly growing volumes of big data and the demands of delivering content to an ever-wider pool of consumers. Connecting the entire process, from rendering support to long-term storage, hybrid cloud empowers experiences so great the technology that supports it is virtually unnoticeable. (Bye-bye, buffering!)

- **Pre-production:** From scriptwriting to scouting locations and finding talent
- **Production:** Filming, transcoding, ingesting and uploading—from anywhere
- **Post-production:** Editing, special effects, visual effects and other finishing touches, along with storage and archival
- **Delivery:** Content delivery, including via OTT subscriptions, CDNs and mobile carriers, for consumption through every channel available to consumers, on every device designed to receive content, and as close to the edge as possible

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**THE KEY**

To centralize your workflow in a hybrid cloud environment, take a look at colocation.

**LEADING-EDGE COLOCATION CAN:**

- Minimize latency with improved proximity between systems, applications and vendor partners.
- Solve capacity and scalability issues via cloud on-ramps and a scalable infrastructure.
- Maximize IT resources by serving as a central location for operations, providing direct connections to cloud providers and reducing the number of vendors under management.
When evaluating colocation partners, it’s best to think long term—at least two years out. But not all colocation services are created equal. And not every provider will be able to deliver the features and capabilities you might need in the future.

When content is what you do, whether it’s entertainment, gaming or advertising, any colocation provider you choose should:

1. Offer high-compute capacity
2. Feature interconnectivity to the cloud and Internet service providers (ISPs)
3. Support high-density apps
4. Enable low-latency delivery
5. Flexibly accommodate data growth

We live in a world where more video content is uploaded in 30 days than the major U.S. TV networks have generated in 30 years. But as huge as the M &E industry is today, it’s only going to get bigger. Be ready with a scalable, centralized workflow. A colocation provider with high-compute power and interconnectivity can set you up for success.

ABOUT CORESITE
CoreSite builds and delivers secure, reliable, high-performance and interconnected data centers and campuses in network-dense markets across eight key North American markets. The world’s leading enterprises, networks, clouds and service providers choose CoreSite to connect, protect and optimize their performance-sensitive data, applications and computing workloads.

ABOUT THE SPICEWORKS SURVEY
CoreSite commissioned Spiceworks to conduct a survey in April 2018. This survey targeted IT decision-makers, including IT directors, IT managers and other IT staff, to understand current data center perceptions and practices in M &E organizations. Survey results included responses from approximately 150 participants in the U.S. who work at M &E organizations with 50 or more employees.

SOURCES