

# TOP 5 PRODUCTION CHALLENGES **SOLVED WITH AN AGILE CONTENT PRODUCTION AND COLLABORATION SOLUTION**



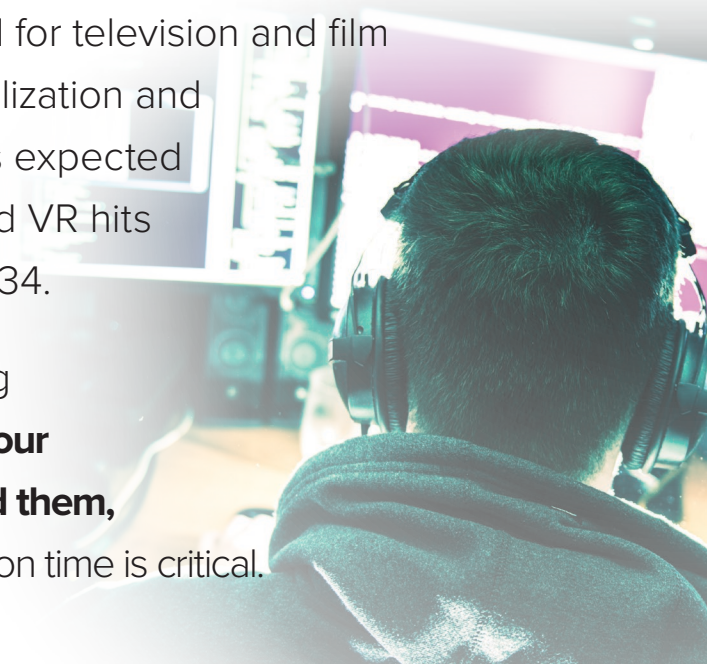
**Quantum®**

# The Content Gold Rush: What's Fueling the Rising Demand?

Demand for captivating, high-resolution content and global video consumption grew over 60% last year. It's not only binge-worthy series, immersive film, TV, and animation on our favorite streaming services, but every aspect of connecting people with your brand and company, from training videos to social media content. It's clear that rich media and video is now the new normal and the most effective way to entertain, teach, and connect with audiences.

With this new content gold rush, content producers are scrambling to create content and deliver it faster and more predictably—in North America alone, OTT revenue is expected to double to \$94B by 2026. And beyond the unprecedented demand for television and film production, demand for every kind of content and content personalization and experience is hitting rates never seen before: the gaming market is expected to nearly double from \$192 to \$398 billion by 2027—and, as AR and VR hits its stride, it is expected to quadruple from \$37 to \$127 billion by 2034.

With so much demand for new content and so much competition, thinking about how to **build a flexible and reliable production workflow, keep your raw and finished content and archives available everywhere you need them, and empower your creative teams** to work together to shorten production time is critical.





# Getting to Agile, Flexible Content Production

The basic requirements for content production workflows, storage, and collaborative environments are evolving at fast rates. Broadcast organizations, post-production houses, corporate video departments, and animation and visual effects (VFX) studios need **to ingest media quickly and have fast, consistent access to that content for their entire production, asset management, and project team.** Team members must be able to **seamlessly work with content** and collaborate with colleagues on editing, color correction, FX, and a variety of other tasks. At the same time, organizations must **cost-effectively preserve content for future use** and protect it from damage and loss.

Not only are each of these primary requirements difficult to achieve, but this is especially true in the face of today's ever-changing and chaotic content production environment. So, how should content producers evaluate a new workflow solution?

**>> Let's break down the top 5 workflow challenges and how to solve them.**



A photograph of three people in a recording studio. A man with glasses and curly hair is leaning over a laptop, pointing at the screen. A woman with glasses and long dark hair is also leaning over the laptop, looking at the screen. A man with a beard and dreadlocks is sitting at the laptop, looking at the screen. The background is a soundproofed wall with acoustic panels. The lighting is dim and purple.

# TOP 5 CHALLENGES FACING CONTENT PRODUCERS

HERE ARE THE TOP 5 CHALLENGES AND SOLUTIONS TO  
THINK ABOUT AS YOU ARE EVALUATING YOUR CONTENT  
PRODUCTION OPERATIONS.



## Challenge 1: Workflows are increasingly complex.

*Potentially valuable raw content could be lost or unmanaged in disjointed workflows as teams focus on just getting projects and deliverables finished.*

## Solution: Take control of content sprawl.

Move your production to a shared ‘source of truth’ for your entire team—a connected, shared storage environment and file system with built-in data movers, and even asset management, tagging, search and retrieval. Quantum solutions, such as the [H4000 Essential](#), [Quantum StorNext](#), and [Quantum CatDV](#) can all help manage your content lifecycle from first ingest to archive and retrieval so you can see exactly what content you have—and get it where your team needs it.



## Challenge 2: Content and project archive growth can overwhelm your storage.

*Simply deleting old projects on storage breaks the link to archives that are needed for new projects or callbacks on existing projects.*

## Solution: Build a single workflow and namespace across different types of storage.

Content should flow seamlessly from your fastest storage for your team's work in progress, then move completed projects to highly economical storage that gives you a high level of protection, and performance at any scale. The [StorNext](#) shared storage environment and [CatDV](#) give you powerful, connected workflow options to shift and recall your content to and from Scalar tape, ActiveScale and ActiveScale Cold Storage, and public cloud up to exabyte scale and beyond.





## Challenge 3: It's hard to deploy solutions for collaborative production quickly.

*Establishing new departments, taking on new projects, doing live events, or collaborating on production in the field is difficult if your production environment isn't agile—ready to set up quickly anywhere you'd like to have production and collaboration capability.*

## Solution: Deploy a complete solution on-premise or in the cloud in minutes.

The faster you can assemble your team around a solution, the faster they can start working together and delivering content. Deploy a complete storage and asset management solution like **Quantum H4000 Essential** in under an hour with no specialized IT knowledge, or StorNext and CatDV in the cloud in minutes.



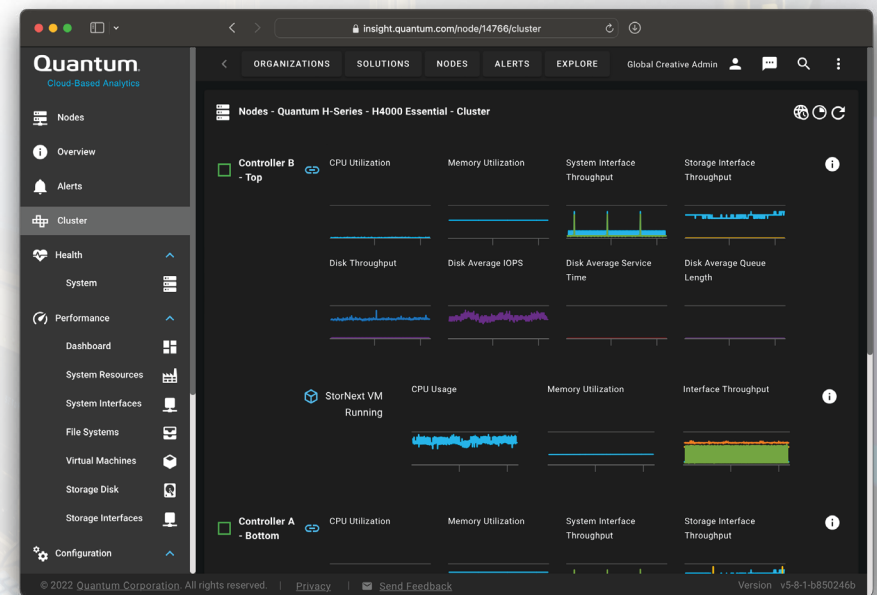
Quantum's award-winning H4000 Essential is a highly available, converged solution that is only 2 rack units, can be deployed in minutes, and delivers a complete StorNext shared storage environment for your users, and a powerful CatDV asset management solution.

## Challenge 4: Sunk time spent managing multiple, complex systems limits productivity.

*Managing multiple systems, logins, and tools can quickly overwhelm management resources, and takes away from time better spent on creative production.*

## Solution: Unified workflow and content lifecycle management.

The streamlined, highly productive management interface of **StorNext 7** lets you manage your file systems, services, and individual systems with ease from a single interface, and even allows you to monitor systems in the cloud from anywhere with **Quantum Cloud-Based Analytics**.





## Challenge 5: 'One-Note' Storage doesn't scale economically or adapt to your changing workflow.

*As your operation grows and changes, many systems have a hard time scaling to add more performance, more capacity, or both, forcing you to spend more than you need to or having to put up with workflow bottlenecks.*

**Solution:** Look for a truly workflow-agile platform that can scale as you grow, in any direction.

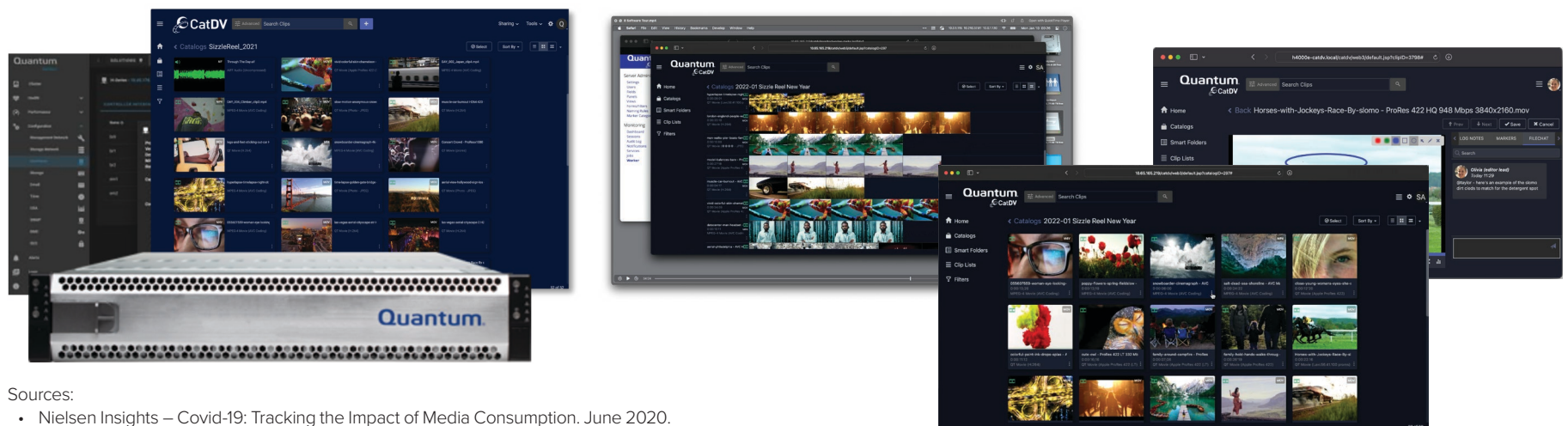
Content should flow seamlessly across different types of storage that are optimized for your desired mix of performance, protection, and cost at each step. The [StorNext](#) shared storage environment gives you a powerful, unified workflow across your choice of NVMe, SSD, HDD, tape, and cloud for the highest performance and efficiency.



# Ready to Meet Your Evolving Content Production Needs

Whatever production challenges and industry demands you face, content will continue to be key to how your organization stands out, builds your brand, and deepens traction with your audience. Your media workflows are changing, and traditional solutions no longer meet the basic requirements of rapidly ingesting data, and providing easy access for collaboration and highly efficient production while building and preserving your valuable content archives for the long term.

Quantum's StorNext shared storage file system, Quantum CatDV, and StorNext appliances like H4000 Essential are ready to deliver an agile, rapidly deployed solution that is simple to set up, and easy to manage and create with – in your facility, in the cloud, or your ideal mix of both.



Sources:

- Nielsen Insights – Covid-19: Tracking the Impact of Media Consumption. June 2020.
- Digital TV Research, as reported in Digital EV Europe-2021.
- 360 Research Reports: Global Gaming Market Size, Status and Forecast 2021-2027. April 2021.
- Prescient and Strategic Intelligence – AR and VR Market – Global Industry Analysis and Growth Forecast to 2030. September 2020.



# MAXIMIZE YOUR PRODUCTION WORKFLOWS

Explore more:

Quantum Solutions for Creative Content Production

[www.quantum.com/media-and-entertainment](http://www.quantum.com/media-and-entertainment)

Quantum StorNext Shared Storage File System

[www.quantum.com/stornext](http://www.quantum.com/stornext)

Quantum CatDV Media Asset Management and Orchestration:

[www.quantum.com/catdv](http://www.quantum.com/catdv)

Quantum H4000 Essential Shared Storage and Content Management Appliance

[www.quantum.com/h4000e](http://www.quantum.com/h4000e)

## Quantum®

### ABOUT QUANTUM

Quantum technology, software, and services provide the solutions that today's organizations need to make video and other unstructured data smarter – so their data works for them and not the other way around. With over 40 years of innovation, Quantum's end-to-end platform is uniquely equipped to orchestrate, protect, and enrich data across its lifecycle, providing enhanced intelligence and actionable insights. Leading organizations in cloud services, entertainment, government, research, education, transportation, and enterprise IT trust Quantum to bring their data to life, because data makes life better, safer, and smarter. Quantum is listed on Nasdaq (QMCO) and the Russell 2000® Index. For more information visit [www.quantum.com](http://www.quantum.com).

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