



LOS ANGELES CHARGERS

The Los Angeles Chargers Virtualize Media Workflows with IMT's Media as a Service Hybrid Solution

AT A GLANCE

CHALLENGES

- Storage Limitations
- Complex Migration Needs
- Insufficient Legacy MAM System
- Rapid Turnaround Requirements
- Manual Content Preparation

OUTCOME

- Enhanced Accessibility
- Cost & Resource Efficiency
- Budget Control
- Remote Flexibility
- Improved Project Turnaround
- Comprehensive Support



The Los Angeles Chargers are a professional American football team based in the Greater Los Angeles area. The Chargers compete in the National Football League (NFL) as a member club of the American Football Conference (AFC) West division.

LOS ANGELES CHARGERS

The Los Angeles Chargers organization has a rich history of over 60 years, relying heavily on video content captured from games, practices, and interviews. As they transitioned to producing 4K and 8K video content, their legacy storage infrastructure became inadequate, unable to support the performance and petabyte-scale requirements necessary for their production workflows.

CHALLENGES

Storage Limitations: The existing system could not handle the new high-resolution video formats.

Complex Migration Needs: The Chargers required a straightforward and cost-effective method to transition from their outdated system. Their historical archive was scattered across various storage silos and media formats (Beta, VHS, DVD), making the content unsearchable and offline, thereby limiting access.

Quick Turnaround: There was a pressing need to ingest, edit, and produce finished content rapidly, necessitating an efficient remote collaboration solution.

Manual Content Preparation: Content acquired on diverse camera formats needed manual preparation before editing.

Inefficient Legacy MAM System: The existing Media Asset Management (MAM) system was heavily reliant on on-premises infrastructure, which was cost-prohibitive and had poor user adoption.

SOLUTION

To address these challenges, IMT's Advanced Consulting team conducted a comprehensive assessment of the Chargers' current and desired future states and developed a phased Media Supply Chain project that integrated storage, compute, transcode, MAM, and MSP services.



MAM Metadata Migration: Leveraging IMT's MAM Metadata Migration service, the existing metadata was mapped and transferred into the new iconik MAM system.

Custom Configuration and Deployment: IMT configured and deployed [Backlight's iconik](#) Media Asset Management system to support hybrid workflows, from ingestion through work-in-progress, delivery, and archiving.

Intelligent Data Management: [CloudSoda](#) was installed and configured to manage data movement between storage tiers both onsite and in the cloud, integrated seamlessly within iconik.

Ongoing Support: [IMT's Managed Services \(MSP\)](#) provided comprehensive support for the entire media ecosystem, ensuring the MAM and Chargers' media workflow remained operational and efficient.

BENEFITS ACHIEVED

The solution implemented delivered significant business benefits to the Los Angeles Chargers:

Enhanced Accessibility: The Chargers' archive content became searchable and accessible to users, enriched with relevant metadata.

Cost and Resource Efficiency: Automated migration reduced IT resource requirements, saving time and money. Utilizing cloud archive storage minimized on-premises storage costs.

Budget Control: CloudSoda offered real-time cost analytics, enabling effective control over cloud budget and expenditure.

Remote Flexibility: A lightweight edit proxy workflow facilitated greater flexibility for remote editorial tasks.

Improved Project Turnaround: The streamlined workflows accelerated project turnaround times from ingestion through to delivery and archiving.

Comprehensive Support: IMT MSP provided a single point of contact for support escalation, covering the entire application stack and hybrid cloud solution, ensuring reliable and continuous operation.

Through these enhancements, the Los Angeles Chargers successfully modernized their video content management system, achieving improved efficiency, flexibility, and cost-effectiveness.



"We were concerned about data migration from multiple legacy NAS storage systems into a hybrid cloud model. CloudSoda made our migration refreshingly easy. CloudSoda also connected into our Media Asset Management environment to enable our long term preservation and archive workflows."

BRIAN GEORGESON
Los Angeles Chargers

FEATURED PARTNERS



CloudSoda

