

aws SUMMIT

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SDB006

Case study on ABP Network's video archival on cloud

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Agenda

Managing
Exponential
data growth

Preserving
your most
priceless assets

Maximizing
the value of
archival data to
unlock business
value

Exploring customer story who is driving innovation: **ABP Network**

1

**Data is growing
faster than ever**

MUSIC



LOGS



EVENTS



THIRD PARTY



101 ZB

of data created
and replicated in
the world in 2022



IOT



TV/
MOVIES



APPS



SENSORS



MOBILE



Amazon S3 archival storage classes



S3 Glacier Instant Retrieval

Fastest access to
archive storage



S3 Glacier Flexible Retrieval

Flexible retrieval options



S3 Glacier Deep Archive

Lowest storage cost
in the cloud

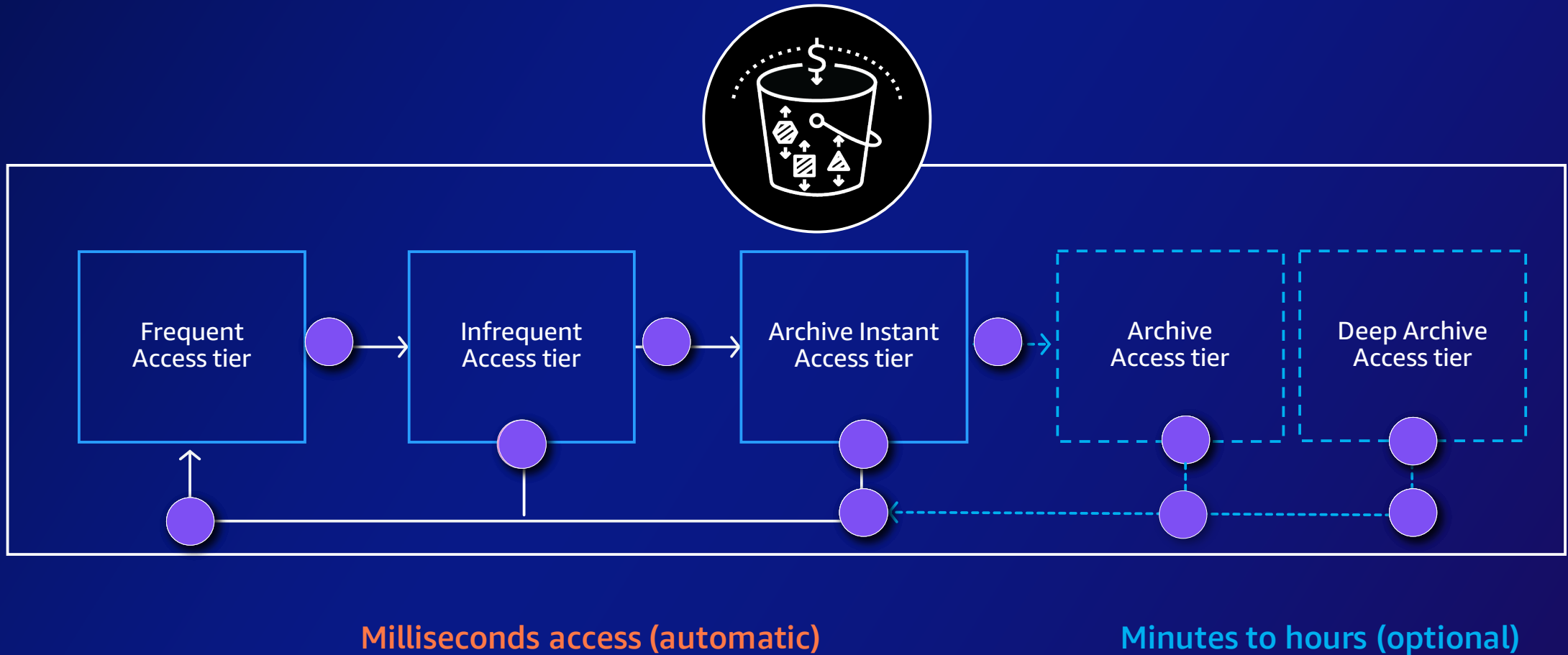


\$750 million in savings

S3 Intelligent-Tiering

Automatic archiving based on
the last access of your objects

Automatically optimize each & every object



2

Preserving your most priceless Assets

Amazon S3 – A safe place to store your data



31 Regions

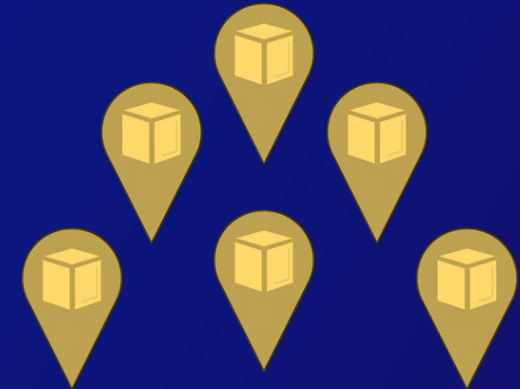
Geographic locations with multiple AZs, separated physically by miles and isolated



99 Availability Zones (AZs)

Objects stored across multiple devices spanning a minimum of 3 AZs

Multi-AZ storage classes function normally if an AZ is lost

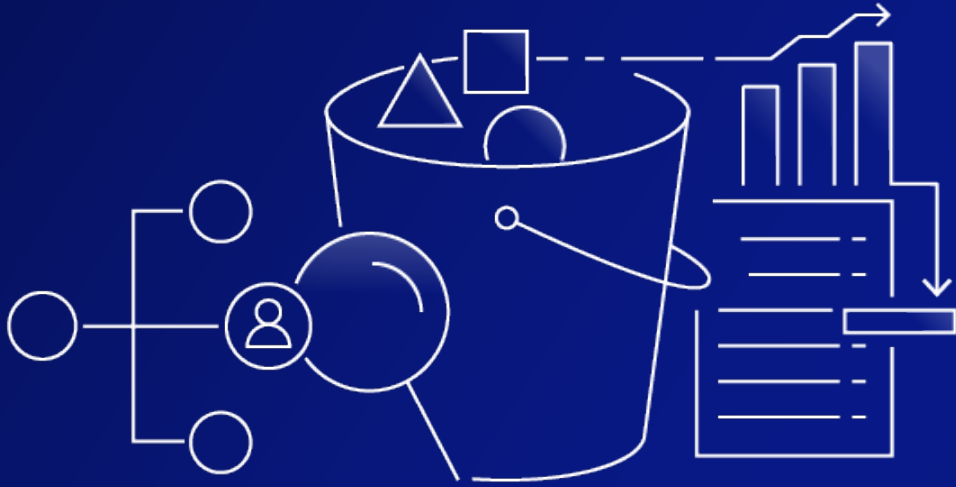


Highly durable

Amazon S3 is Designed for 11 9s of durability to sustain concurrent device failures and data in the event of an entire AZ loss

AWS is architected to be one of the most flexible and secure cloud computing environments available today

Analyze your storage with Amazon S3 Storage Lens



Free and paid versions available

1. Interactive dashboard experience in the S3 console – free to all customers
2. Organization-wide visibility
3. Drill-down by Region, storage class, bucket, and prefix
4. Multiple ways to access Storage Lens data
5. Granular usage & activity metrics

New

Now includes 34 additional metrics (more than double the existing metrics count!)

S3 Storage Lens added 34 new metrics

Cost optimization



"How do I optimize my storage spend?"

Data protection



"How do I prevent accidental deletes and overwrites?"

Performance



"Am I seeing a rise in 403 authorization errors?"

Access control



"How do I audit my buckets to ensure ACLs are disabled?"

New metrics

S3 Lifecycle rule count metrics

Versioning metrics

Status code metrics

Object ownership metrics

3

Maximizing the value of archival data

1 PB

**restored every day
from S3 Glacier**

Available Now

Amazon S3 Glacier up to 10x restore throughput increase

UP TO 90% FASTER RETRIEVALS FROM S3 GLACIER FLEXIBLE RETRIEVAL, S3 GLACIER DEEP ARCHIVE



Available at no additional cost

Supports restore requests at a rate of up to 1,000 transactions per second, per account in an AWS Region

Ideal for restoring backups, responding to audit requests, retraining machine learning models, and performing analytics on historical data

Significantly reduces the restore completion time for datasets composed of small objects



Amazon S3 customers



ABP Network

Content Preservation

Subhash Dhyani (he/him)

Senior Vice President
ABP Network



ABP Network synopsis

2003

With a promise to keep every individual ahead and informed, 24x7 national Hindi news channel **STAR News** was launched

2005

ABP Network began its regional growth story with the launch of a 24x7 Bengali news channel – **ABP Ananda**

2007

ABP Network entered the Maharashtra market with the launch of its 24x7 Marathi news channel – **ABP Majha**

2012

Transformation from Star News to ABP News

2016

Launch of 24x7 Gujarati news channel – **ABP Asmita**

2018

ABP Sanjha 24x7 Punjabi news channel launched in Canada

2019

Launch of 24x7 hindi regional news channel for UP and UK – **ABP Ganga**

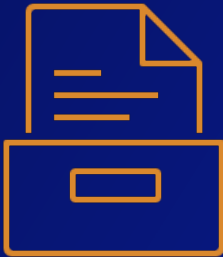
2021

Launch of Tamil and Telugu digital news platforms – **ABP Nadu** and **ABP Desam**. ABP Sanjha launched on Tata Play

ABP Network



Common Media & Entertainment archive challenges



Reliable Data Retention



Immediate Restore



Repurpose & Monetization

Where we were



- On-Premise storage and LTO tape libraries at four locations
- Some of the data was still on video tapes and getting digitized
- Serving 5 major production centers
- Hundreds of users between these locations
- Offsite backup media (offline) shared between locations



Challenges

- Contain CapEx and OpEx
- Ageing LTO libraries and storages and handling of physical media
- Retain valuable data over the long term for future productions
- Avoid risks of physical media handling
- Move to new format of LTO
- Adapting to changing business requirements
- Globally accessible archives with fine grained access controls

Collaboration with AWS & MAM Partner

- ABP, AWS and AWS Partner teams worked as one team
- Mapping of ABP AS IS process and TO BE process
- TCO analysis on AWS Cloud & Cost Optimization
- Mapping of AWS services, POCs and Implementation of the solution
- Monitoring of the project and providing solutions for the challenges faced during implementation and stabilization phase

Amazon S3 archival storage classes



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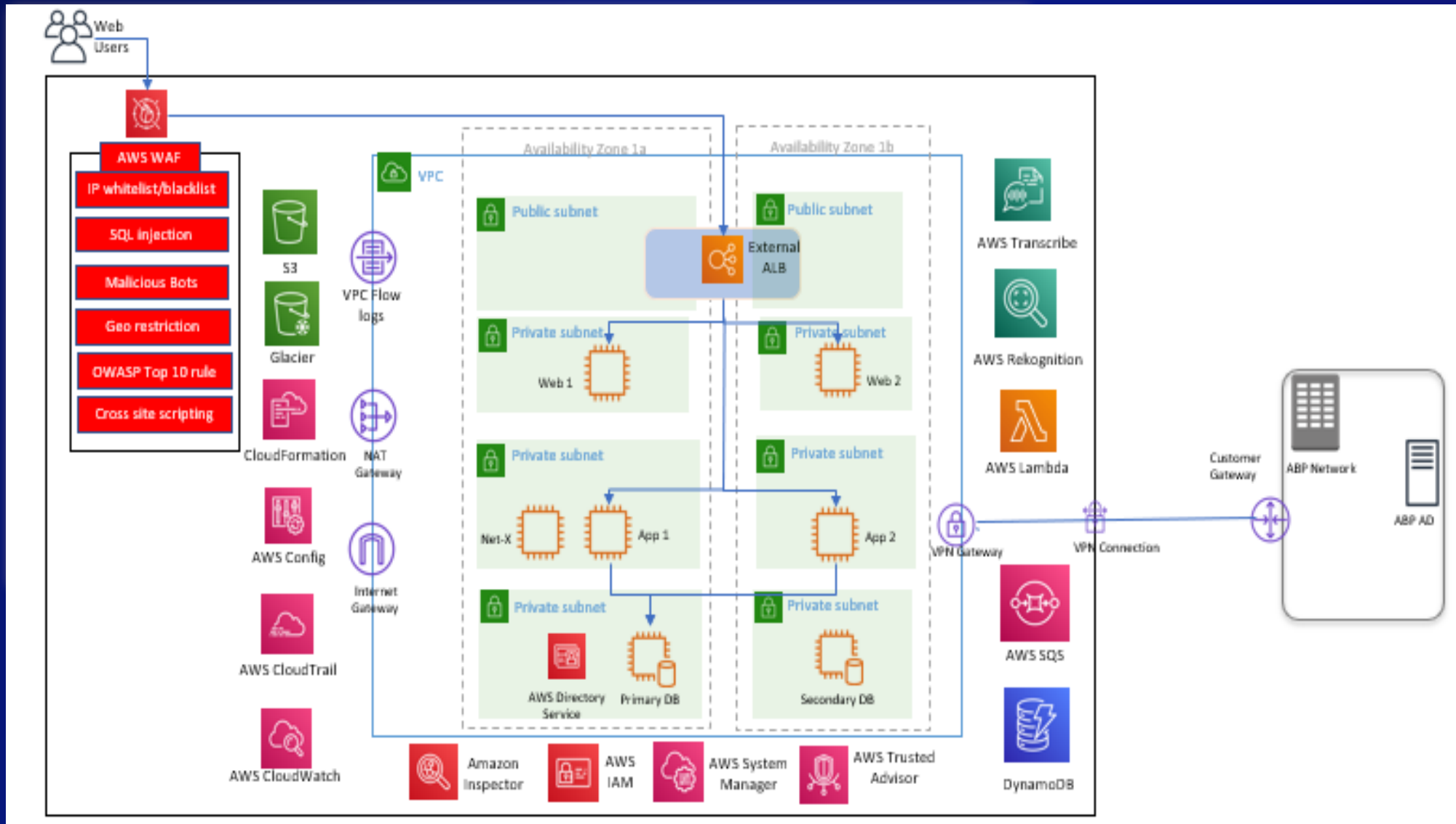
Flexible retrieval options
99.999999999% (11 9s) of
data durability and 99.99%
availability



S3 Glacier Deep Archive

Lowest storage cost
in the cloud

MAM Architecture on AWS

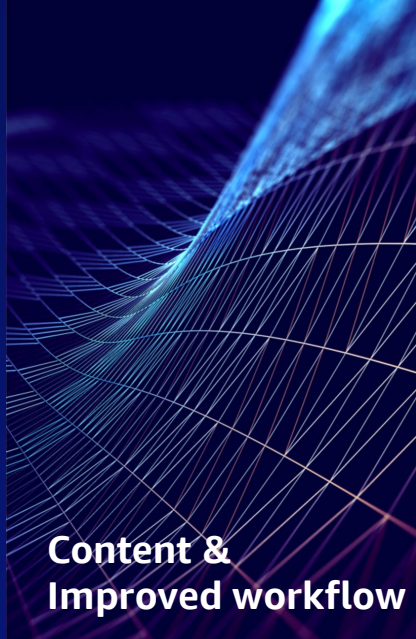


ABP's Journey on AWS

- ❖ Started in July 2022
- ❖ File size of ~1.5–2 GB
- ❖ Over 1 million digital video files & over 500 thousand hours of video
- ❖ Raw & edited SD and HD broadcast "house" formats
- ❖ Daily restores of ~1-1.5 TB, hundreds of files
- ❖ Approaching ~1.3 PB on S3
- ❖ Daily growth of ~6 TB on average
- ❖ Annual growth of ~2 PB
- ❖ Content restoration SLA in minutes



Benefits of ABP's Archive migration to AWS



Focus on content
and not
infrastructure



Scalable and
durable solution
with Disaster
Recovery



Utilize ML to
enhance Metadata
& News Story



Secure Access &
Immediate retrieval

ABP Network

skillbuilder.aws 

Your time is now

Build in-demand cloud skills *your way*



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Thank you!



Please complete the
session survey

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