



# CNBC Africa secures content through Cloud Archiving



## Client profile

CNBC Africa is the continent's first and only 24 hour international business channel. It delivers real-time information and insightful analysis about global business and Africa's financial markets – with regular updates from CNBC Asia, Europe and the US. The channel offers unique global insights – from an African perspective.

## Business context

CNBC has been using an on-site tape library system for archiving content since commencing operations in 2007. The main challenge with using this system was the poor showing in disaster recovery (DR) preparedness. Since CNBC Africa has been storing all the LTO tapes at their headquarters in Johannesburg and not offsite at a secure location, in the unfortunate event of a fire or theft the archived content could be destroyed completely.

PFT was engaged by CNBC Africa through its local partner LaserNet, to find a flexible, scalable and cost effective Archive solution.

### Objectives

- Secure content
- Facilitate easy access
- Ensure hassle free search

## PFT solution

PFT's CLEAR™ offers CNBC Africa a new way of storing precious data – a fully secure, no risk and easy-to-access method of storing priceless content on the cloud, during production and/or post-production through to final material.

CLEAR has many features and functionalities which make good business sense for CNBC.

- Multiple copies of content stored – one in a DR location, another in a fire and earthquake resistant vault
- CLEAR platform allows easy access, retrieval and digital delivery of content in any format – ingesting into CLEAR enables CNBC to archive the content with a proxy for viewing and metadata for searching. This was not possible before as the search was by file name
- Immediate notifications to stakeholders via email, to confirm receipt of materials
- Secure deep archive infrastructure – petabytes of storage in temperature controlled, robotic tape libraries for long term storage
- Full protection – creation of a dual back-up copy for additional security and storage in a second earthquake and fire-proof location with latest secure LTO-based storage solution

## Client outcome

PFT has been on this project since March 2013 ingesting over 10 hours of content every day. The content is stored on CLEAR at LaserNet's Johannesburg center. Archiving on CLEAR has given CNBC visibility, security and never before confidence that their content is securely backed up.

- Insurance against loss of content with guarantee that content is fully secure and no chance of it being irretrievably lost
- No piracy – there is no risk of content falling into the wrong hands and being duplicated by an unauthorized user
- Convenience – no need to store information across multiple hard discs or video tapes
- Access – permanent, simple access and fast retrieval of content
- No maintenance and storage costs – no need to replace failing drives or deteriorating video tapes

## How we work together

CNBC Africa is familiar with LaserNet as they are using its Media Move solution for efficient TV spot distribution. CNBC's decision to go with CLEAR was after careful evaluation of all available solutions and witnessing how effectively other clients of PFT were leveraging CLEAR for large volume content archiving on the cloud. The speed of access that CLEAR offers was instrumental in CNBC Africa going for CLEAR.

Combining PFT's CLEAR and LaserNet's connectivity gave us a competitive advantage over other players. PFT and LaserNet saw this as yet another step in a long term relationship with CNBC Africa.

Perfect collaboration between CNBC Africa, LaserNet and PFT teams has ensured 100% SLA compliance.

“PFT and LaserNet have been effective thus far in instantly modifying and adapting the system to our needs, by remotely accessing it, thus minimizing our downtime.”

**Jean Landsberg**

Head of Technical & Broadcast Operations  
CNBC Africa



## About Prime Focus Technologies

Prime Focus Technologies (PFT) is the creator of Enterprise Resource Planning (ERP) software, CLEAR™ for the Media & Entertainment (M&E) industry. It offers broadcasters, studios, brands and service providers transformational solutions that help them lower their Total Cost of Operations (TCOP) by automating business processes around content and managing their business of content better.

PFT works with major M&E companies like Turner, PBS, Walt Disney-owned Star TV, Hearst, CBS Television Studios, 20th Century Fox Television Studios, Lionsgate, Starz Media (a Lionsgate company), Showtime, A+E Networks, Complex Networks, HBO, IFC Films, FX Networks, Miramax, CNBC Africa, TERN International, Sony Music, Google, YouTube, Novi Digital – Hotstar, Amazon, HOOQ, Viacom's Voot, Cricket Australia, BCCI, Indian Premier League and The Associated Press.

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