



Case Study

Editing Team at ClipMyHorse.TV Gallops with Tiger Technology and AWS

The Challenge

ClipMyHorse.TV has a team of video editors who need to have low-latency access to footage ingested daily and to be able to work on the same video in real time. The company was looking to add cloud-enabled collaboration between editors by automating the management of video footage and synchronizing data to be used by teams in multiple locations. They were looking for a solution that could match their requirements for performance. However, they were concerned about the amount of storage resources needed to support their remote collaborative workflow.

The Solution

Known as experts in both media workflows and AWS cloud storage and services, the Tiger Technology team was approached by German partner LOGIC media solutions for a consultation. After running an assessment of ClipMyHorse.TV's editing storage needs, Tiger Technology designed a data sync mechanism to enable smooth collaboration between editors, which fits perfectly into the cloud workflow solution PORTAL managing the complete production workflow in AWS. The solution, composed of Tiger Bridge data management software, Amazon S3 storage, Amazon Elastic Block Store (EBS) and Amazon Elastic Compute Cloud (EC2), now enables efficient global access to video files for the entire editing team at ClipMyHorse.TV.

From Ingested to Edited: How it Works

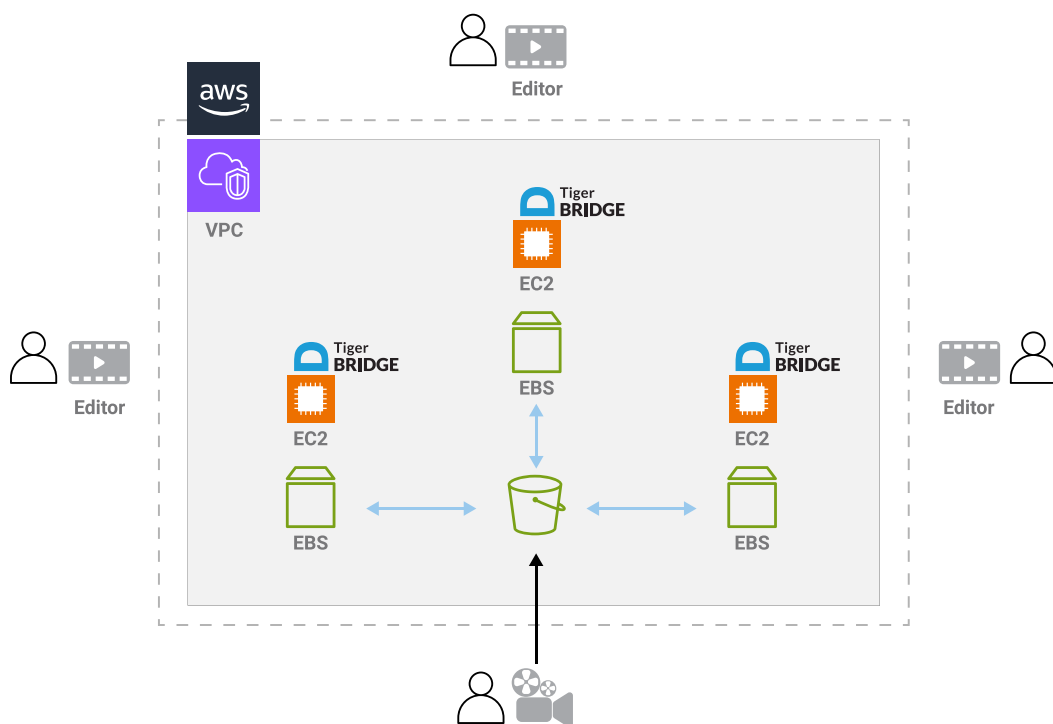
ClipMyHorse.TV utilizes Amazon S3 storage to ingest video footage captured at equestrian events. They also have a number of editing workstations set up in Amazon EC2. Tiger Bridge runs on every EC2 editing instance to automatically sync videos from the Amazon S3 bucket where video is ingested on a daily basis, all fully integrated into LOGIC's PORTAL solution. To optimize resources used, Tiger Bridge also intelligently reclaims space from EBS to streamline the syncing process between Amazon S3 and EBS. What's the secret ingredient? The smart stub file technology by Tiger creates zero-byte files for newly uploaded videos that contain all metadata and point to the files' original location. This enables constant access to data, on-demand uploads and downloads while optimizing the amount of storage used and minimizing cloud operation charges for the customer.

Editors then retrieve the footage they need by simply opening the stub files from the EBS attached to the EC2 instance running the video editing software. Edited footage is automatically replicated to the right Amazon S3 bucket. Once editing is finished, the space is reclaimed from EBS - files no longer needed are replaced with stub files that occupy no space in EBS.



German broadcasting & media production company ClipMyHorse.TV is the world's leading provider of live streams for equestrian sports and horse-breeding media. The ClipMyHorse.TV program is composed of live streams and a media center accessible worldwide. Major international as well as regional equestrian sports and breeding evaluation events from more than 200 countries around the world are broadcast by ClipMyHorse.TV. This totals around 2500 events each year, among which world and European championships. ClipMyHorse.TV is increasing their reach by constantly developing new content distribution channels.





Integrating Tiger Bridge with the AWS cloud services we use has streamlined our workflow significantly. Tiger Bridge's data sync and smart stub file technology ensure seamless, efficient access to video files, optimising storage and reducing costs. This automation allows our editors to retrieve and edit footage effortlessly, with changes automatically replicated to Amazon S3. The integration within PORTAL is an extra plus and enhances global collaboration and optimizes our entire production process, enabling us to deliver high-quality equestrian content efficiently and cost-effectively to our audience worldwide."

-Edward Mead,
Post Production Lead - FEI
Media House

Customer Outcomes

By implementing Tiger Bridge in their production workflow, ClipMyHorse.TV were able to achieve automatic synchronization of data from an S3 bucket to EBS. As a result, they no longer have to overprovision by only paying for resources that are actually used and so are saving 70% on EBS costs. The seamless Amazon S3, EC2, EBS, Tiger Bridge architecture enabled ClipMyHorse.TV to improve collaboration by allowing editors to have access to data and virtual workstations from anywhere. They also gained an additional data protection layer storing all video footage in highly durable Amazon S3 storage.

More about Tiger Bridge

Tiger Bridge is a software-only data management solution enabling seamless hybrid cloud infrastructure. The software is installed in the customer's on-premises or cloud environment to intelligently connect file data across file and object storage anywhere for data lifecycle management, global file access, Disaster Recovery, data migration and access to insights. Tiger Bridge supports all Amazon S3 storage classes, including Amazon S3 Glacier Instant Retrieval and S3 Glacier Deep Archive for long-term archival of data such as completed post-production projects. By combining Tiger Bridge and AWS cloud services, customers across various industries benefit from resource optimization, resilience and capacity management.



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Tiger Technology develops hybrid cloud data management software that helps organizations with mission-critical deployments optimize their on-premises storage and enhance their workflows through cloud services.

Tiger Technology brings over 19 years of expertise in storage and data management solutions for high-performance workflows - from cross-platform NAS/SAN shared file systems to storage, user, project, and media management. The company's current focus is enabling "on-premises-first" hybrid cloud.

Tiger Technology is a Validated Software Technology Partner for AWS.