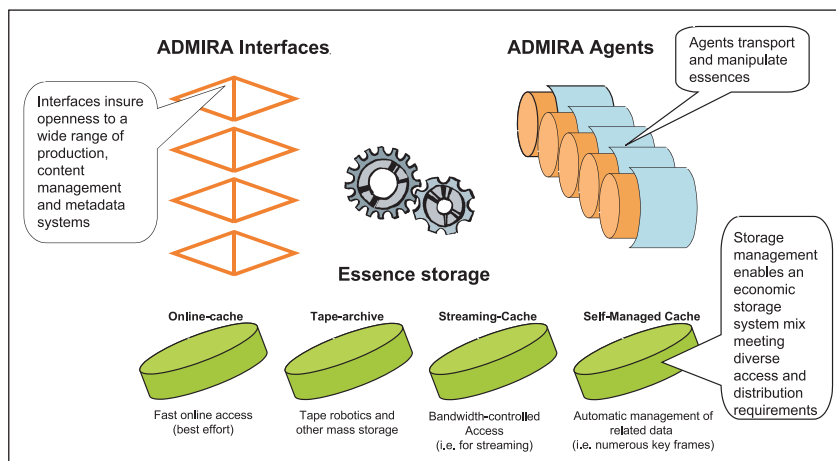


Enterprise-wide video and audio essence management with IBM ADMIRA



maintenance and extension of the system, as agents can be added and removed during operation without having to stop the system.

IBM ADMIRA Overview

IBM ADMIRA has four essential parts: The base server, the interfaces to broadcast and media asset management applications, the agent set and the storage management functionality.

Highlights

- **Increase infrastructure flexibility and openness by facilitating interface development**
- **Optimise storage to lower costs**
- **Increase overall scalability and systems performance**
- **Improve transparency and control over processes and transactions**
- **Preserve archive content for future use**

IBM ADMIRA is a middleware extension from IBM Business Consulting Services that allows broadcasters and other enterprises producing and storing video and audio content to transform their existing applications and storage infrastructure into a flexible broadcast IT environment.

IBM ADMIRA addresses these objectives by providing centralised services to media applications. It is a distributed agent-based system which runs either on IBM AIX or Linux operating systems; some agents also run on Microsoft Windows. IBM ADMIRA lets you scale up your users, capacity, and performance, and offers you multi-server and distributed server support. For heavy workloads, you can start multiple instances of an agent. Agents can even run on distributed servers. The central ADMIRA Job Management component synchronises all activities, giving you maximum flexibility and scalability. IBM ADMIRA simplifies

- *The base server supervises the overall system and can perform consistency checks between the controlling application and IBM ADMIRA. The base server transaction database (IBM DB2 or Oracle) stores the jobs, their history and the location of the objects.*
- *Agents carry out format transcoding, import/export and transfers, keyframe creation, partial file restore and quality management for tapes.*
- *Interfaces handling XML-coded tasks are available to diverse systems including SGT MediaManager and DBOS automation, VCS dira! MediaPool, tecmath media archive and D.A.V.I.D DigaSystem. ADMIRA interacts with other applications (such as the production, broadcast or archive database application) by exchanging 'job descriptions' that contain a structured definition of the request.*

- *Storage optimisation is handled by the storage management functionality:*
- *IBM ADMIRA can use any disk subsystem or file system for the online cache (such as IBM General Parallel File System).*
- *For the tape archive, IBM ADMIRA takes advantage of the benefits of IBM Tivoli Storage Manager, supporting more than 200 devices, among them IBM LTO, IBM Magstar, Sony Petasite or StorageTek.*
- *For bandwidth-controlled access, IBM VideoCharger is used.*

IBM ADMIRA can be centrally monitored and controlled using the ADMIRA management user interface. The ADMIRA player may be used to play back audio and video content, however any other media player can also be used.

IBM ADMIRA is not priced according to data volume; instead, the pricing is based on standard IT terms such as processor power and the underlying operating system. This allows broadcasters to control their costs as they digitise more and more of their assets.

Sample Customer Installations

German Radio Archive

The German Radio Archive (DRA) in Frankfurt am Main is a branch of the public German radio system (ARD) that documents and archives audio and video material for German radio broadcasters and public, cultural, educational, and scientific institutions. Because historic audio documents on analogue media were degrading and being lost, the DRA started a project to restore and transfer part of their audio collection to a digital archive.

ADMIRA, as the digital archive in this project, was integrated into the existing environment with connections

to a central database application and to audio workstations (SADiE) used to perform restoration work such as de-noising and de-clicking. Both the restored and the original versions of the audio files are stored in ADMIRA.

Spanish Radio (Radio Nacional de España)

Radio Nacional de España (RNE) in Madrid is the national Spanish broadcaster. The objectives in building the solution were:

- *Preserve the entire historical heritage by digitising the contents (190.000 hours of audio)*
- *Create a new online multi-user environment for access to the archive collection*
- *Change the current RNE process for the incorporation of new entries*

The system is an implementation of a digital audio server, integrated into the existing station environment through connections to the content editors, the archive, and an on-air control system as well as to Internet applications for access from all locations of RNE and their employees.

Connectivity to

Content/Asset Management Systems:

- *tecmath media archive[®]*
- *D.A.V.I.D DigaSystem.*
- *SGT MediaManager*
- *VCS dira! MediaPool*

Broadcast Automation Systems:

- *SGT DBOS*
- *Planned: Harries*

Legacy metadata catalogues:

- *ARD SAD*
- *ARD ZUN*
- *Adabas*

Tape Libraries:

- *IBMLTO*
- *IBM Magstar*
- *Sony Petasite*

- *StorageTek*
- *More than 200 other devices*

Other broadcast products:

- *Virage Videologger*
- *Telestream FlipFactory*
- *Planned: MOS interface*

For more information

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IBM Form GT12-6364-00 (05/2004)