



**John Hoehn, Global Media Consultant, IBM Global Services**

## TITLE

**Data tape as a disruptive technology in a low-cost digital content production lifecycle**

## ABSTRACT

This past year, the WWW surpassed a zetabyte of storage. By the year 2020, it is predicted that the WWW will increase in size 44 times over. Today's high definition video will be tomorrow's standard definition video. The transactions and media objects that organizations must store is growing and tough decisions are having to be made regarding preservation of assets. Disk is still idea when low latencies are required in content storage, searching, and retrieval are concerned. On the other hand, data ape, like the LTO5 with its new LTFS embedded file system, provides a reliable storage that will last 15 years on the shelf. LTO5 cartridges sell for less than \$70 per 1.6TB. With the LTFS embedded file system, it is possible to access large video objects on data tape in the same logical manner as disk using folders and file names stored on one of the two tape partitions. The metadata partition provides information regarding all the assets on the second, much larger partition. IBM clients have published that they have seen a reduction in their cloud archive storage up to 80 per cent. Where the lowest latencies are not required, LTO5/LTFS can save enterprises and cloud providers considerable capital expense. This applies in more situations than may be understood, particularly in storing "the long tail" of historical and archival content and transaction. Perfect applications include surveillance and security, military video, digial cinema masters and derivatives, multimedia catalogs, large health care objects (EEGs, digital X-rays, etc.) and so forth.

Many businesses are claiming to have developed digital workflows. Now, some visionary businesses are using data tape as a disruptive means of reducing total cost of ownership.

## BIOGRAPHY

Mr. Hoehn has been a member of the Media & Entertainment global Subject Matter Expert (SME) program for the past 4 years. During his tenure in this program, Mr. Hoehn has helped formulate the M&E cloud strategy, contributed to offerings related to digital supply chain, and supported key opportunities and engagements in Europe (BBC, Canal+), Asia Pacific (NHK, Bharti Airtel, MediaCorp), and the Americas (Sony). Mr. Hoehn, before joining the SME program, worked in various business and technical roles engaged by premier media clients, including CNN, Fox Networks, ABC Disney, NFL, and the PGA Tour.

Mr. Hoehn is considered to be an industry expert in digital supply chain, digital video archiving, digital cinema, the application of business intelligence/analytics to media business models, and media cloud computing. He also has knowledge and experience in applying business process management (BPM) to digital supply chain to identify and reduce bottlenecks. Mr. Hoehn conducted a case study analysis of digital archive systems which included in-depth information collection from eleven of the world's most prestigious broadcasters.

Mr. Hoehn is the author of M&E white paper on cloud computing, "Cloud Computing for the Media and Entertainment Industry", and is presenting a paper on this subject, "Does Cloud Computing Matter? Or, Is there a Cloud in Your Future?" at the National Association of Broadcasters annual convention in Las Vegas in April 2011.

Mr. Hoehn has reached the status of Candidate for Doctor of Business Administration at Wilmington University in Wilmington, Delaware, and expects to receive this degree in May 2011. His dissertation topic is "Innovativeness in Media Companies