Case Study

Viva TV values speed and stability in its new Seagate storage solution.

Taiwanese shopping TV network's data storage expands with Exos.

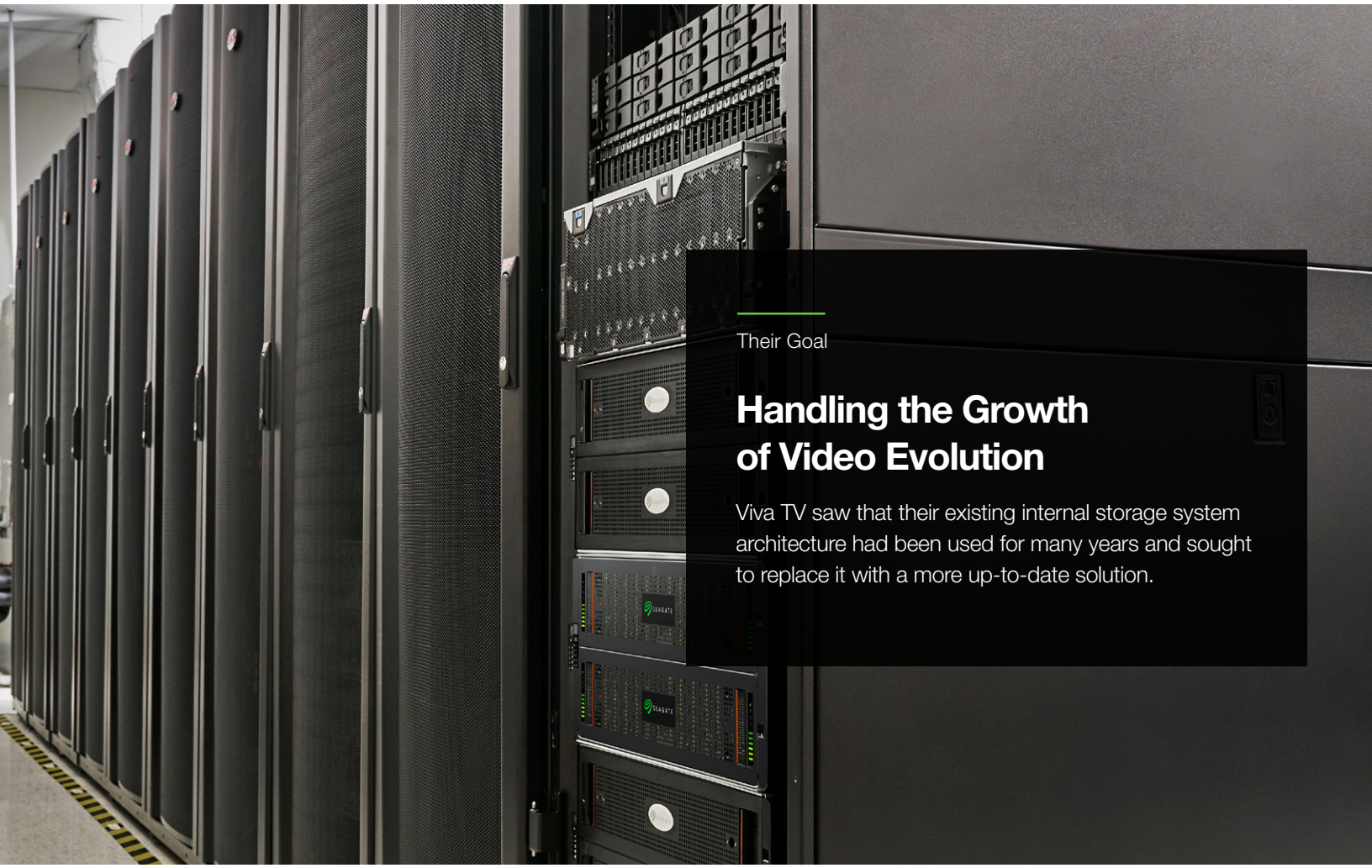
Viva TV is committed to continuous improvement, seeking opportunities not only in its television programming content but also in its online e-commerce offerings. They knew that taking on such plans would require rethinking their data storage infrastructure. Ultimately, the Seagate® Exos® X 5U84 proved to be the right solution to meet Viva TV's speed and stability requirements as they move from SD to HD to 4K, 8K, and beyond.

- **Ready to Expand**
  Up to 84 hard disk spaces
- **Turn Up the Volume**
  Up to 1.5PB of storage
- **Fast Control**
  7GB read/5.5GB write throughput
- **Highly Secure**
  With ADAPT data protection

Their Story

Easy TV-Based Shopping and More

Viva TV (www.vivatv.com.tw), launched in Taiwan in August 2005, is committed to creating a platform that allows consumers to enjoy shopping with peace of mind. Viva TV not only focuses on shopping content, but also hopes to provide viewers, consumers, and suppliers with 24-hour high-definition programming with multiple additional elements including information, knowledge, and entertainment.



Their Goal

Handling the Growth of Video Evolution

Viva TV saw that their existing internal storage system architecture had been used for many years and sought to replace it with a more up-to-date solution.

Their Problem

Be Ready for When Video Data Grows

Over many years, Viva TV built and added to a storage system with over 400TB of space. However, as data files grew larger the transmission speed gradually became a bottleneck, and the original equipment provider wasn't able to resolve the growing problem. Viva TV's own maintenance services couldn't assist in removing obstacles without causing further business delays.

Anticipating the Next Stage for Storage

Viva TV began a system reengineering project, where a key requirement for the company was a storage solution that could handle the task of storing multiple film libraries.

“The new storage equipment purchased in this plan will not only carry the data volume of the existing film library exceeding 300TB, but also must include all new online live program (LIVE) files in the next five years,” said Lin Zhende, project planning manager within the chairman’s office at Viva TV. “Viva TV has many expectations for the new storage device. The new device must first have sufficient storage space. Second, to ensure normal playback of the program, it needs to have high availability and stability. In addition, whether the solution supports RAID or other data protection technologies, if any hard disk is damaged, all must be rebuilt within 24 hours.’’

Viva TV broadcasts at least eight hours of live programs every day, which is equivalent to about 14GB of video per hour. Every day, there will be hundreds of gigabytes of new data that need to be saved onto their storage devices. Video files, including those that have already been converted to high definition, are fully preserved on Viva TV. In addition, they are legally required to keep videos for a longer period. With such demands, it is clear why Viva TV needs considerable storage space. The network was hopeful that their new storage solution would successfully solve their pain points of the past. They would soon discover that the solution they chose—Seagate’s Exos X 5U84 data storage system—would do just that.

Immediately, Viva TV made full use of its up to 84 hard disk spaces and fully configured the Exos X18 18TB hard disk, allowing for raw storage capacity of up to 1.5PB. Previously, their installed solution handled about 1PB. Seagate’s Exos X 5U84 is equipped with dual controllers, dual power supplies, and a fan module, and it supports ADAPT data protection technology which helps to create higher usability—a big plus for Viva TV.

The changes in the general environment of the TV industry are the biggest challenge that Viva TV faces. In recent years, due to the impact of the epidemic, the network noticed how competitors could successfully transform themselves by taking advantage of the wave of e-commerce demand. In the field of TV shopping, Viva TV knows the importance of future development and remains focused on improving its content. Their plan is to continue to improve their traditional TV operations while they also expand and perfect their online live broadcasting, believing this combination will help draw more younger viewers and shoppers.

In addition, Viva TV believes that after TV programs are converted from SD to HD, the next step may be to just skip 4K and enter the 8K generation. Based on the current transmission base of public platforms, Viva TV estimates that this section of Taiwan’s viewership may be two to three years away. Operators are currently testing and operating with 8K audio and video content, and Viva TV executives understand that this will also be a challenge for TV shopping channels as they navigate the next stage of broadcast technology.

This is because the unit data volume is several times higher than even the current high-definition level of 8K ultra-high-quality content, or what can currently be handled by the storage capacity of an efficient and stable digital storage system. It will be a necessary investment project for TV stations. With their vision set on such probable future standards, Viva TV feels secure with Seagate meeting their data storage requirements over the next five years. With solutions such as the Exos X 5U84, Viva TV has the expansion flexibility to advance with the times and calmly face the challenges of the next stage.

Their Success

Stability and Support—Courtesy of Seagate

Since the implementation of their Exos X 5U84, although Viva TV's front-line business operations haven't changed, their perceived operational stability has been significantly improved. According to their engineering team, support from both Seagate and their system integrators has been very smooth, providing Viva TV with an even greater sense of stability.

"No matter which brand of storage system is used, Viva TV hopes that it will always be safe because no TV station or media industry can withstand the impact of conditions such as controller failure."

LIN ZHENDE, PROJECT PLANNING MANAGER, CHAIRMAN'S OFFICE

Products Used

EXOS X 5U84
Compact, scalable, high-capacity

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