



SUCCESS STORY

Media &
Entertainment



TVB.COM | PROBLEM SOLVED

With the largest pool of online video content in Hong Kong, TVB.com keeps pace with relentless data growth using NetApp® FAS systems.

TVB.com Originates Rapidly Growing VoD Library on NetApp

With more than 400TB of video and counting, TVB.com's video on demand (VoD) library is the largest pool of online video content in Hong Kong. The volume of the library is growing at 5% to 10% per month, doubling every nine months. TVB.com chose NetApp storage to provide the scalability and reliability it needs to support constant growth while making sure of optimal performance and uptime for its viewers.

7 Million
Hong Kong viewers

400TB
VoD library

[✉ NETAPP.COM/CONTACT](mailto:NETAPP.COM/CONTACT)

 **NetApp®**

“NetApp FAS storage has given us the stability, concurrent access, scalability, and synchronization capability required to satisfy that need for our customers and to differentiate us from our competition.”

Rex Ching
Head of technical engineering for TVB.com

TVB.com is a subsidiary of Television Broadcasts Limited (TVB), a Hong Kong broadcasting and digital media giant that provides round-the-clock entertainment channels and news services to more than 7 million Hong Kong viewers.

TVB.com acts in part as the digital delivery arm of TVB. In April 2016, TVB.com launched the “myTV SUPER” service, which delivers more than 40 channels of TVB content. TVB.com also delivers programs from a variety of other sources, including other Asian broadcasters and major international studios.

Here is how it works: TVB.com ingests programming from TVB and other channels. It then stores the content for replay TV on an origin server for VoD delivery. Using its content delivery network (CDN), TVB.com then delivers the content to Hong Kong viewers’ set-top boxes and mobile devices.

CONTENT PROLIFERATION AND GROWING SUBSCRIBER BASE CALL FOR STORAGE OVERHAUL

The success of TVB.com’s VoD service depends on providing all the content customers want to watch no matter what it is or how old it is.

With a diverse and rapidly growing subscriber base, TVB.com cannot predict what any given viewer will choose to watch and when. It could be a television episode that aired yesterday or a movie that was popular 10 years ago.

With NetApp, TVB.com has the storage performance, resiliency, and always-on operations it needs to make its vast and constantly growing library of content available on demand to a diverse and rapidly growing customer base. It can also improve performance and uptime service-level agreements while protecting the data that is vital to its business.

“TVB.com’s market leadership in video on demand depends on giving our subscribers a wide and ever-growing variety of content that is instantly accessible from a single platform,” says Rex Ching, head of technical engineering for TVB.com. [“NetApp FAS storage has given us the stability, concurrent access, scalability, and synchronization capability required to satisfy that need for our customers and to differentiate us from our competition.”](#) 



TVB.com’s myTV SUPER service delivers more than 40 channels of TVB content on demand.

TVB.COM CHOOSES NETAPP FAS SERIES

The company's NetApp FAS8020 storage works seamlessly with its content management system and all other software applications that access the origin server. NetApp FAS provides high-IOPS performance, especially in random I/O scenarios. This functionality supports dozens of applications, making it possible to perform thousands of ingest, transcode, and delivery requests concurrently.

At the same time the NetApp ONTAP® operating system provides true nondisruptive operations so that TVB.com can easily upgrade software and even add scale-out storage nodes as needed without ever taking the origin server cluster offline.

For disaster recovery, TVB.com is tripling its storage capacity with a second receiving site that contains separate origin servers and a separate set of CDNs. NetApp SnapMirror® technology makes sure of data replication between storage sites. As content is ingested, SnapMirror automatically synchronizes storage across TVB.com's two sites. The solution gives TVB.com the peace of mind that comes with a disaster recovery implementation: a benefit that improves service and makes sure of uptime for anyone who uses the online platform.

CAPACITY AND REDUNDANCY FOR TODAY AND TOMORROW

The sheer volume of TVB.com's online VoD service sets it apart from other competitive services. In

addition to its own content, TVB.com also publishes content it acquires from international sources. Its stable and easily expandable NetApp solution makes sure of reliable ingest, transcode, storage, and on-demand delivery of digital video to hundreds of thousands of devices in Hong Kong. The solution has also helped TVB.com keep up with never-ending growth to provide the largest pool of online content in Hong Kong. 

SOLUTION COMPONENTS

NETAPP PRODUCTS

NetApp FAS storage

NetApp ONTAP operating system

NetApp SnapMirror

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+1 877 263 8277



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