

## NASCAR Media Group Organizes Assets with Front Porch Digital



### Technology Application:

NASCAR Media Group's challenge was to secure and provide ready access to unique, historic clips, some of them dating back to the early days of stock car racing 60 years ago. With easy access to these hidden gems — some of them never-before-seen — producers of today and tomorrow can create ever more exciting, compelling and distinctive programming about the sport.

Working closely with Front Porch Digital, NASCAR Media Group has created an efficient workflow that incorporates digitization and archiving of assets previously stored on videotape with automated archiving of content being captured today. Fast, easy access to all stored content is enabled by attachment of metadata and creation of browse copies at ingest. The metadata framework was custom-made by NASCAR Media Group comprehensively to represent the unique complexities of NASCAR.

To accomplish its goals, NASCAR Media Group deployed an upgraded VideoBank Media Asset Management system that directs encoded high-resolution SD and HD files to a network SAN storage system. From there, Front Porch Digital's DIVArchive system, using two Actors (data movers), retrieves them and makes dual LTO4 copies—one stored remotely for disaster recovery—on 745GB capacity data tapes in a Spectra® T950 library. Once that process is complete, DIVArchive manages deletion of the file from the server.



NASCAR Media Group is currently running an encode center with eight SD encoder ports operating in MPEG 2/50i. HD encoding begins in November 2008. Each operator runs four decks and encode ports, and there are two shifts going every day. The MAM operation runs 10 logging stations as well as a single duplication and licensing fulfillment station. About 130 hours of assets are logged each week. At its current pace NASCAR Media Group anticipates 25,000 hours of core archive content will be digitized in time for the operation's scheduled 2009 move to a 19-story office tower in Charlotte, N.C., that will also house the NASCAR Hall of Fame.

As of fall 2008, NASCAR Media Group had logged more than 730,000 assets with 42 attribute fields, for a total of more than 2.25 million field entries, and almost 120 million indexed metadata terms.

Currently, NASCAR Media Group's archive is available to its own editors and producers. In time, staff is looking at opportunities to provide its broadcast partners with the ability to take advantage of the priceless and irreplaceable record of one of America's favorite sports.



**FRONT PORCH DIGITAL**

### Front Porch Digital

2011 Cherry Street, Suite 204  
Louisville, Colorado 80027

Phone: 303-440-7930

Fax: 303-440-7114

[www.fpdigital.com](http://www.fpdigital.com)

[dpolyard@fpdigital.com](mailto:dpolyard@fpdigital.com)