Vantage

DIVA

M6 Automates Media and Content Workflows with Telestream DIVA and Vantage

Founded by RTL Group and formally launched in 1987, M6 is the leading channel of the media empire that now owns several TV channels, magazines, publications, movie production companies, and media-related firms. In May 2021, M6 Groupe, the channel's owners, announced a merger with TF1 Group, which owns TF1, the largest private TV station in France.

THE CHALLENGE

Automating media workflows, while protecting valuable content.

THE SOLUTION

Telestream DIVA and Vantage.

Over several years, M6 has relied heavily on Telestream DIVA and Vantage systems as the foundation of their media infrastructure, helping them to balance the needs for workflow automation, speed, efficiency, cost control, and data security, while making it easy for their creative staff to use the technology solutions that are implemented.

The DIVA content management system has been incorporated into the M6 customized production management system for more than ten years. DIVA manages all of M6's content storage, including Isilon online storage systems plus offline LTO tape storage. C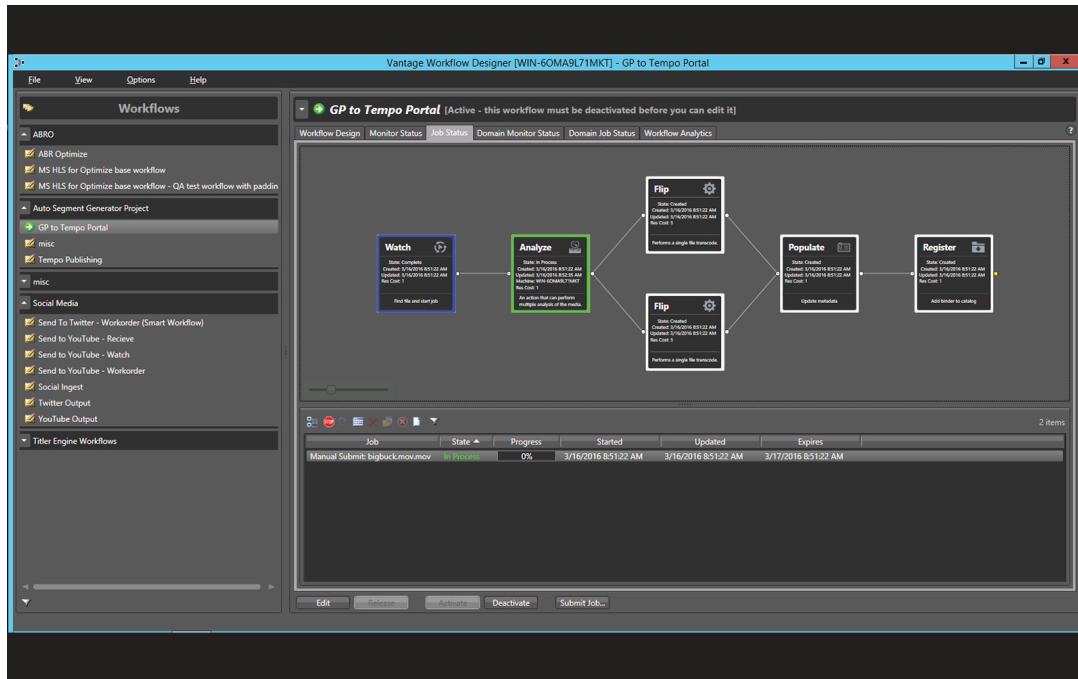ritically, DIVA optimizes the use of these different storage layers so that the production teams do not have to think about where to store content, but they can always retrieve the content they need when they need it. Equally important, content can be stored, retrieved, and managed through DIVA from any production and workflow orchestration systems, such as Avid Interplay MAM, MBT Sphere, and of course Telestream Vantage.

As one example of how DIVA adds efficiency when a production team requires only a small section of a large archived file, DIVA's "partial restore" technique allows frame-accurate retrieval of the clip, which can be dropped right into the edit timeline, saving processing time and storage costs.

In addition to the cost control and workflow automation values of DIVA, another massive benefit comes from the level of data security that it provides. In October 2019, M6 was subjected to a ransomware attack but managed to keep all TV and Radio channels on air, partly due to the isolation of data managed by the DIVA system. DIVA allowed M6 to continue broadcasting without disruption.

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THE SOLUTION (CONTINUED)

Vantage Workflow Designer

Telestream Vantage, which M6 was one of the first customers in France, is now used to automate every stage of media workflows within M6, from content ingest, delivery to edits, encoding for playout, and VOD preparation. The true power of Vantage working with DIVA is evident in one common workflow - when a user decides that a piece of content is needed, the M6 production management system sends an API request to Vantage, which then passes this request to DIVA.

DIVA knows where the content is stored, retrieves it, and returns the file to the correct Vantage workflow, which could trigger transcodes to broadcast or VOD formats, delivery to edit systems, or many other processes. The key point is that the process is totally automated, reliable, and incredibly efficient. According to M6, every piece of media they own or use is now processed at some point by Vantage.

Without these enterprise systems from Telestream, operations at M6 would be much more labor-intensive and costly, while they would also need to invest much more in online storage and data security. Therefore, it is no exaggeration to say that M6 relies upon DIVA and Vantage to sustain their media operations.

TO LEARN MORE
To get more information about products and services mentioned, see:

• https://www.telestream.net/diva/overview.htm
• https://www.telestream.net/vantage/overview.htm

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