



From DIAMOND to Archive:

MLB Preserving its Past
for Maximum Mining
in its Future

Tab Butler

MLB Network
Director Media Management &
Post Production



“If you build it, they will come...”



MLB Network's Studio 3 & Studio 42

MLB Network Facts



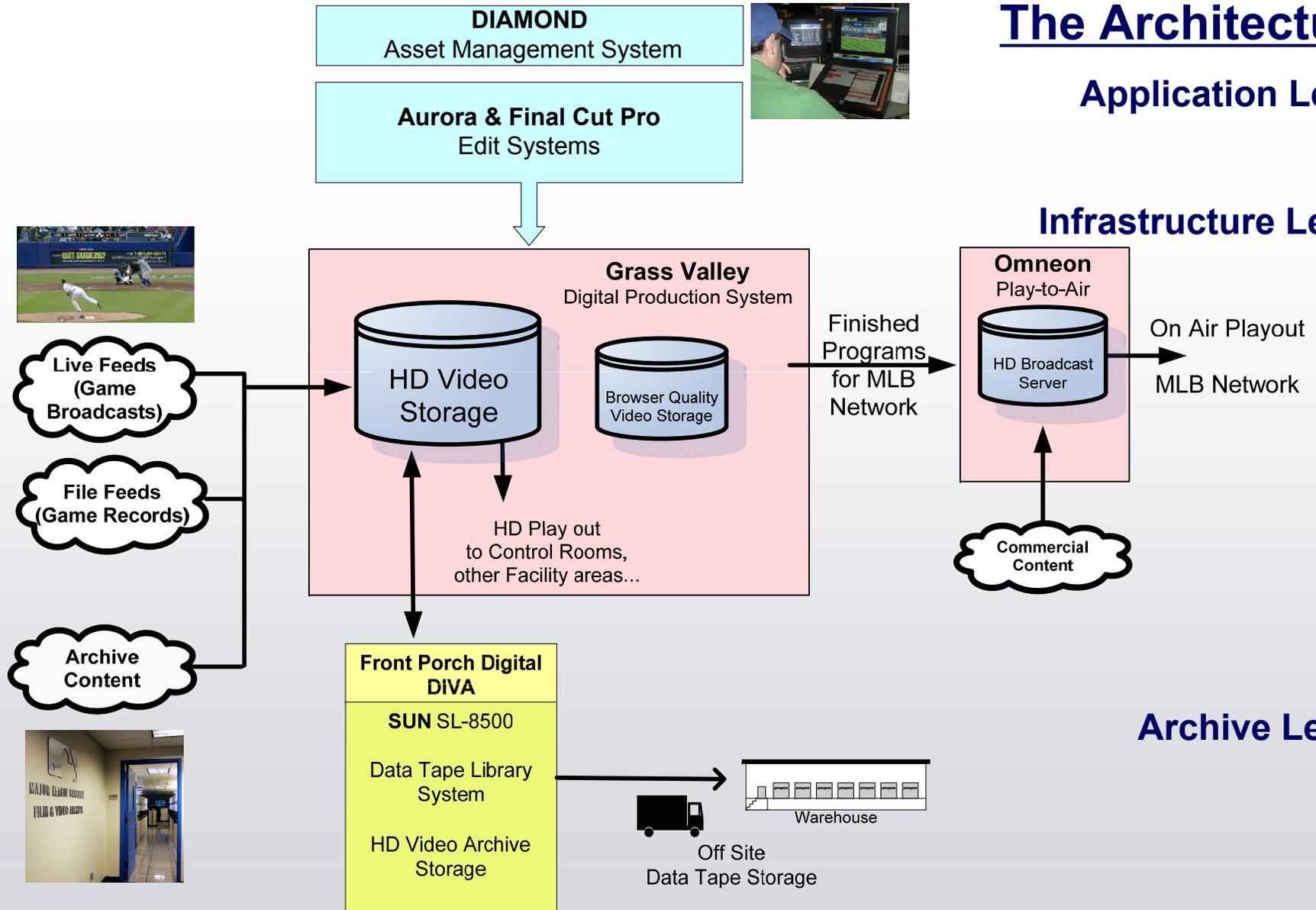
- **Largest debut in cable TV history**
- **50 Million Households on Launch – January 2009**
- **65 Million Households – September 2011**
- **2,000 hours per week of HD content recorded in 2010 season**
- **2,500 hours per week of HD content recorded in 2011 season**

The Architecture

Application Level

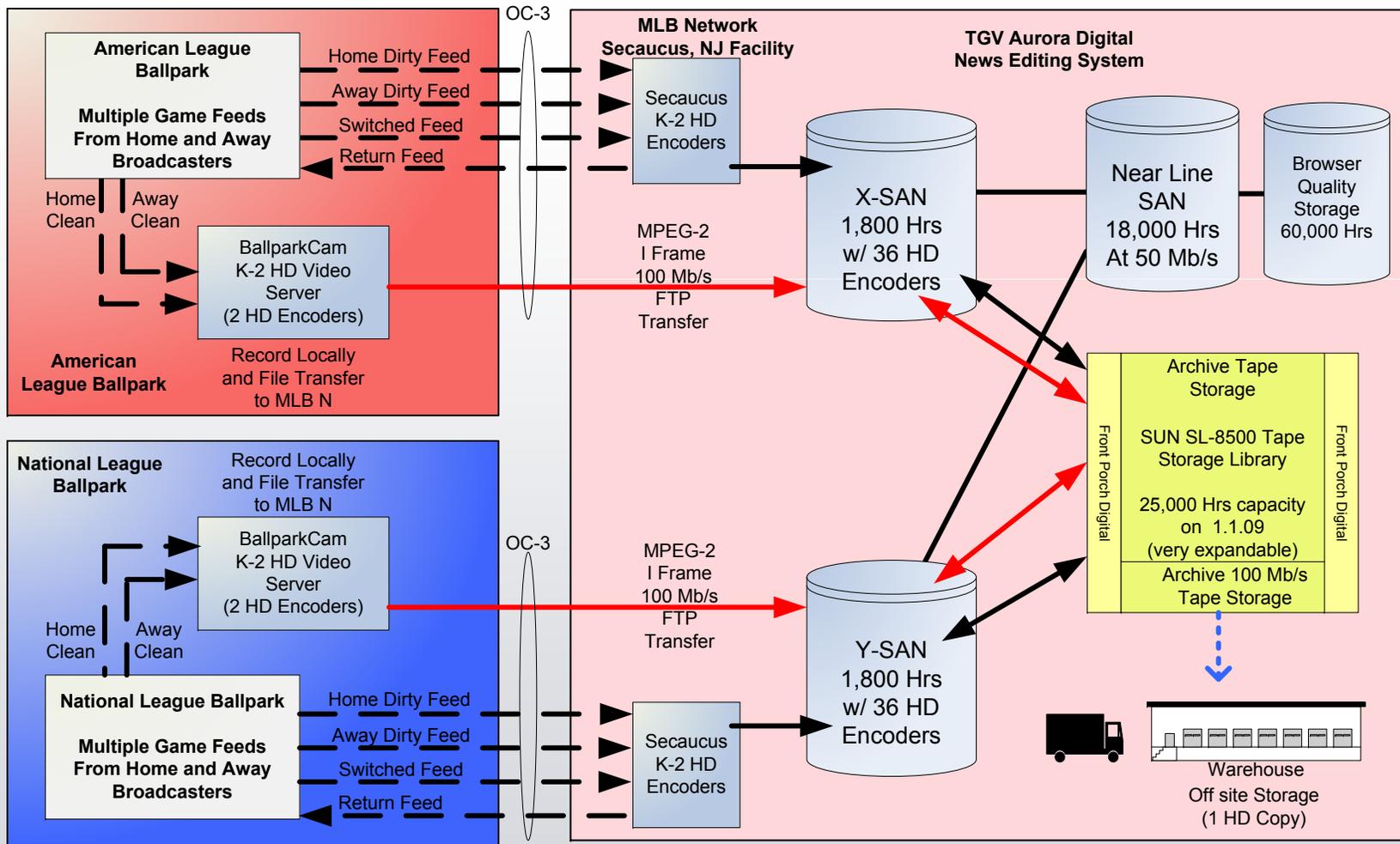
Infrastructure Level

Archive Level

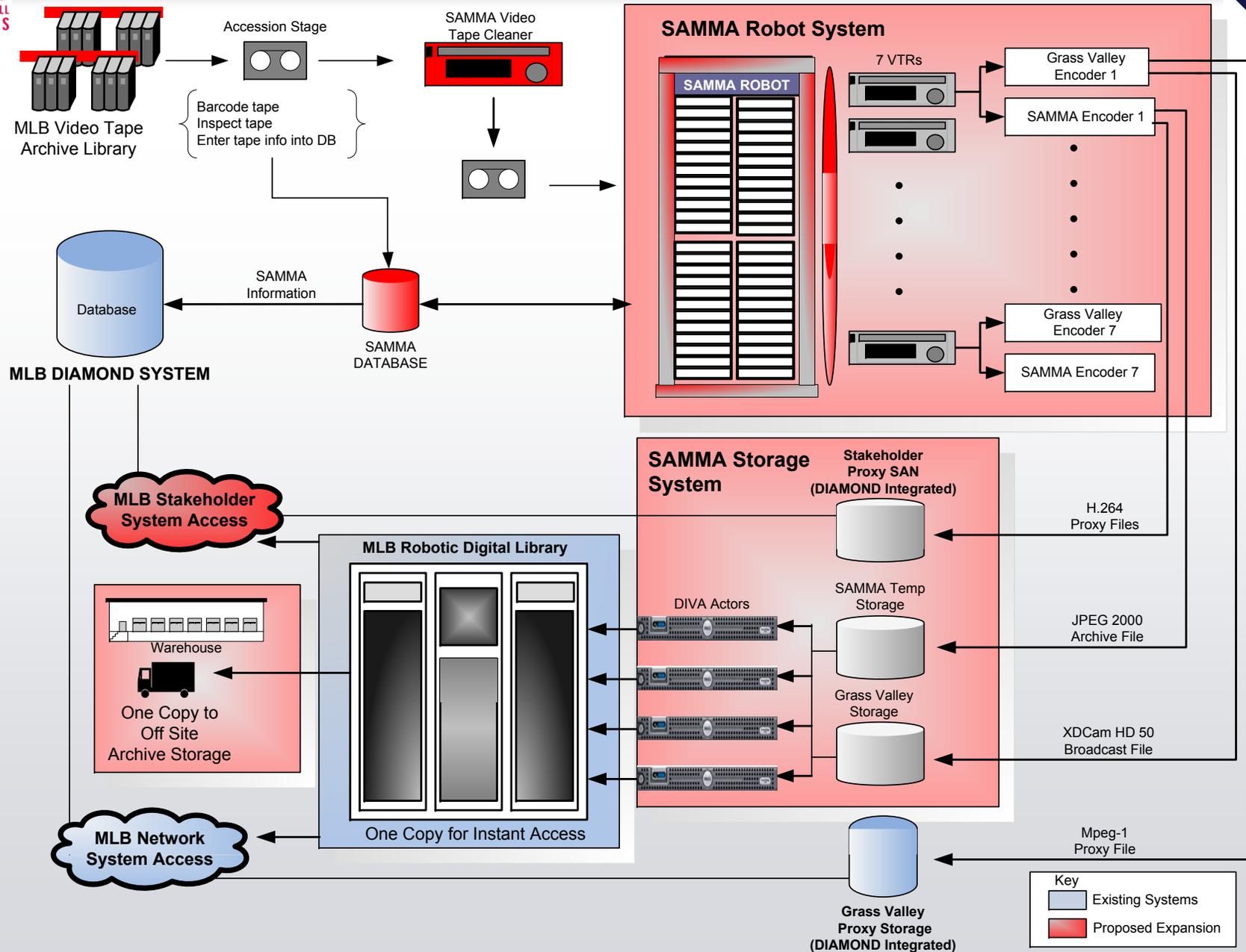


The Ballparks

The Baseball Archive



MLB Productions - Archive Digitization Project







Digitized
Industry
Assets
Managed
Optimally
for
Networked
Distribution

DIAMOND

Asset Management System

Mining the MLB Archives

The Power of DIAMOND



20 DIAMOND Logger Workstations

Mining the MLB Archives

The Power of DIAMOND



20 DIAMOND Logger Workstations

The Power of DIAMOND

❖ Capture the Video Assets from Multiple Sources

- ❖ 'Live' Game Recordings and other Game Feeds (Melts, BallparkCam, etc.)
- ❖ Archive, Interviews, Field Tapes

❖ Catalog the Video Content

- ❖ Across Multiple Databases
- ❖ With Content Expert Loggers

❖ Search

- ❖ Across Multiple Collections of Information
- ❖ Customized for the Individual End User

❖ Repurpose and Monetize the Video Content

- ❖ High-speed Access to Current and Historical Content
- ❖ Repurposing of Archives
 - ❖ By the League: MLB Productions Programming, Partner Programming, and 3rd Party Licensing
 - ❖ By the Network: In-game Content; Broadcast Highlights

❖ Protect the Investment

- ❖ Store On Site - Instant Access, Quick Turnaround for Production / Broadcast
- ❖ Archive Off Site - Historical Preservation, Disaster Protection





The “Content Wave” Statistics – 2009 Season

❖ Dirty Archive Games

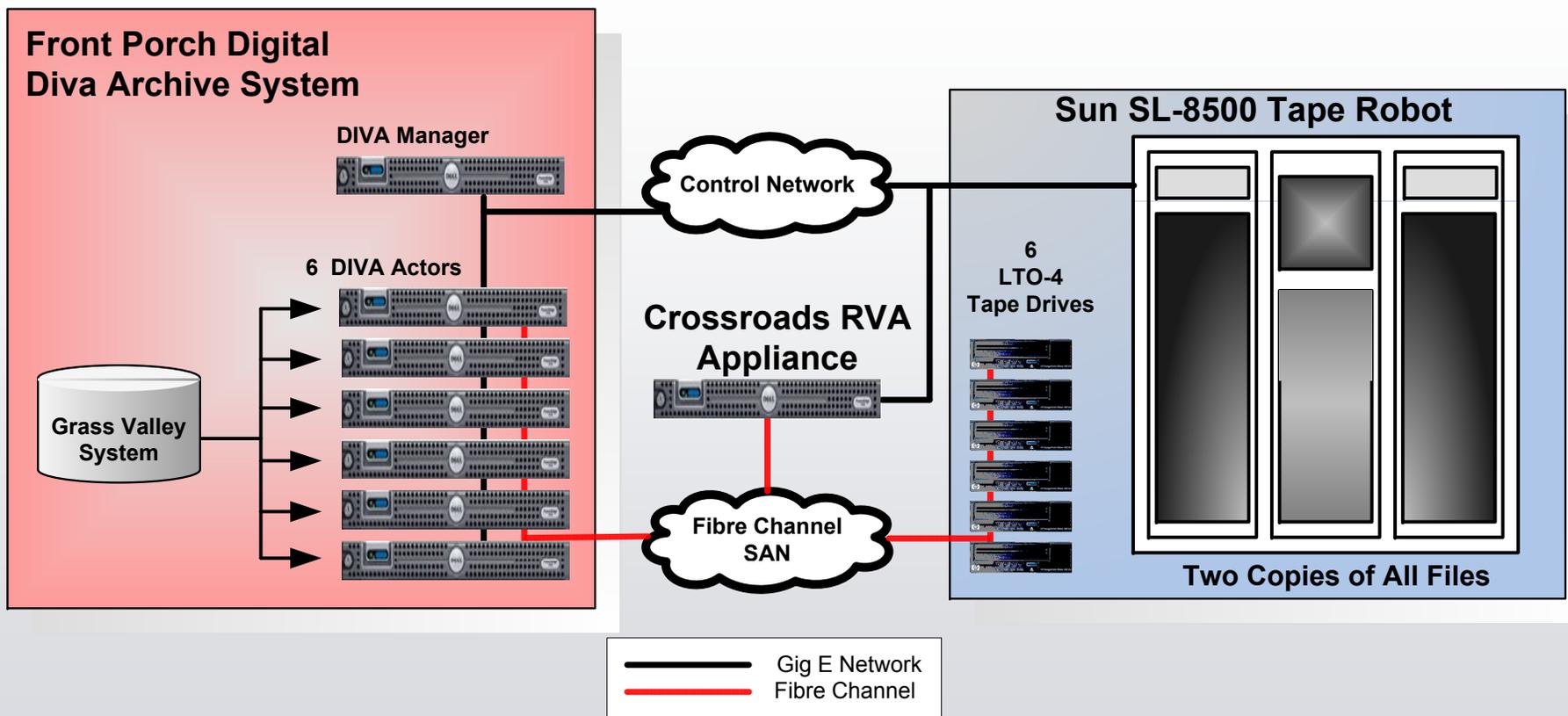
- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 LTO-4 Tapes for 2009 Season

❖ MLB Network Archive - Capture Daily Program Content

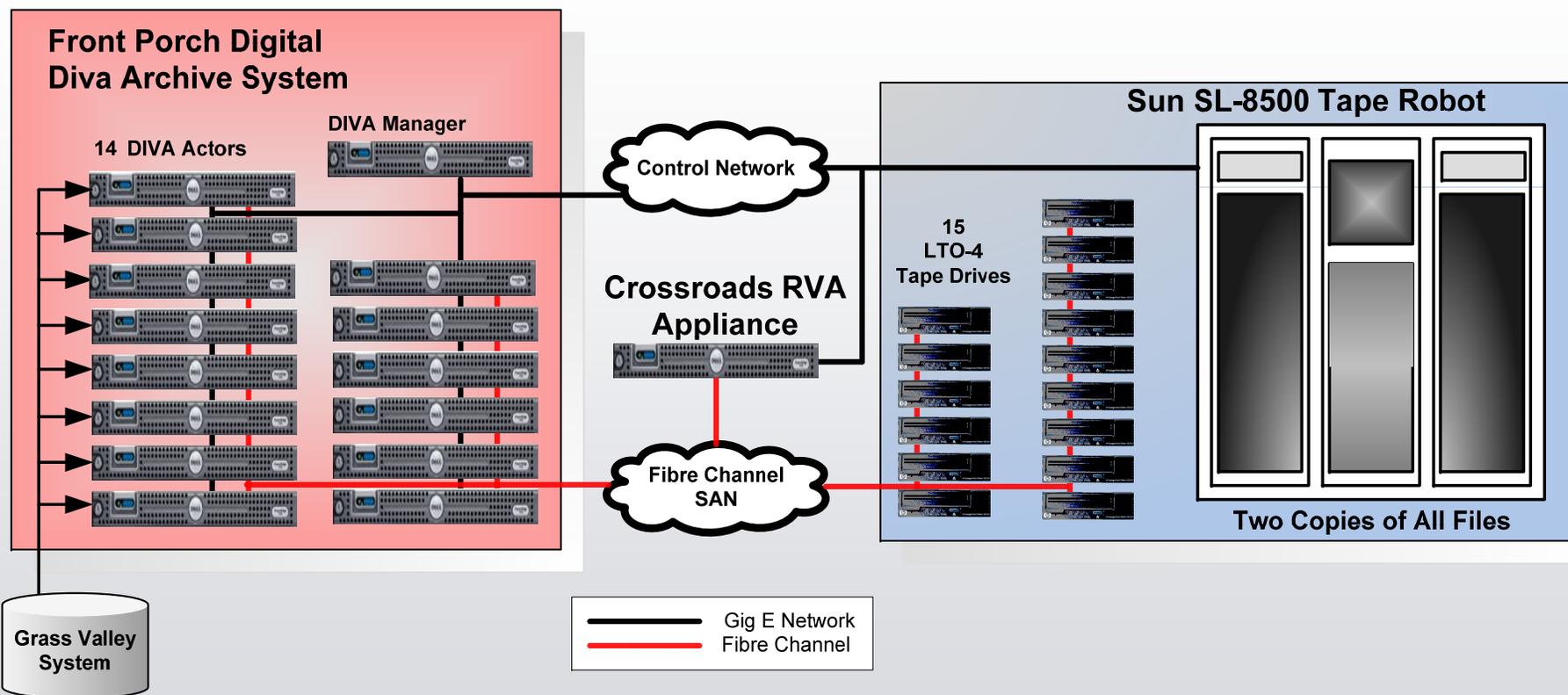
- ❖ 6 – 10 Hours of Content per Day
- ❖ 500 LTO-4 Tapes for 2009 Season

❖ Annual 2009 Storage Consumption of LTO-4 = 2,500Tapes

The “Content Wave” Statistics – 2009 Season



The “Content Wave” Statistics – 2010 Season





The “Content Wave” Statistics – 2010 Season

❖ Clean Archive Games

- ❖ 100 Mb/s Video , 720p, MPEG-2, I-Frame Only, 16 Audio Tracks
- ❖ 3000 LTO- 4 Tapes Per Year

❖ Dirty Archive Games

- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 LTO- 4 Tapes Per Year

❖ MLB Productions Archive - Capture an additional 100 + Hours of content Per Day

- ❖ Four Encoder Versions of Every Recording
- ❖ 500 LTO- 4 Tapes Per Year

❖ MLB Network Archive - Capture an additional 20 + Hours of content Per Day

- ❖ 1000 LTO-4 Tapes Per Year

❖ Annual Storage Consumption of LTO-4 = 6,500 Tapes



The “Content Wave” Statistics – 2011 Season

❖ Clean Archive Games

- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 1500 LTO- 4 Tapes Per Year

❖ Dirty Archive Games

- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 LTO- 4 Tapes Per Year

❖ MLB Productions Archive - Capture an additional 100 + Hours of content Per Day

- ❖ Four Encoder Versions of Every Recording
- ❖ 1000 LTO- 4 Tapes Per Year

❖ MLB Network Archive - Capture an additional 20 + Hours of content Per Day

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❖ Annual Storage Consumption of LTO-4 = 6,000 Tapes



Thank You

**MLB Productions
&
MLB Network**