



Tab Butler

MLB Network
Director Media Management &
Post Production

MLB Network
IT & Digital Workflows

*Our National Pastime
All the Time*



“If you build it, they will come...”



MLB Network Studio 3 & Studio 42

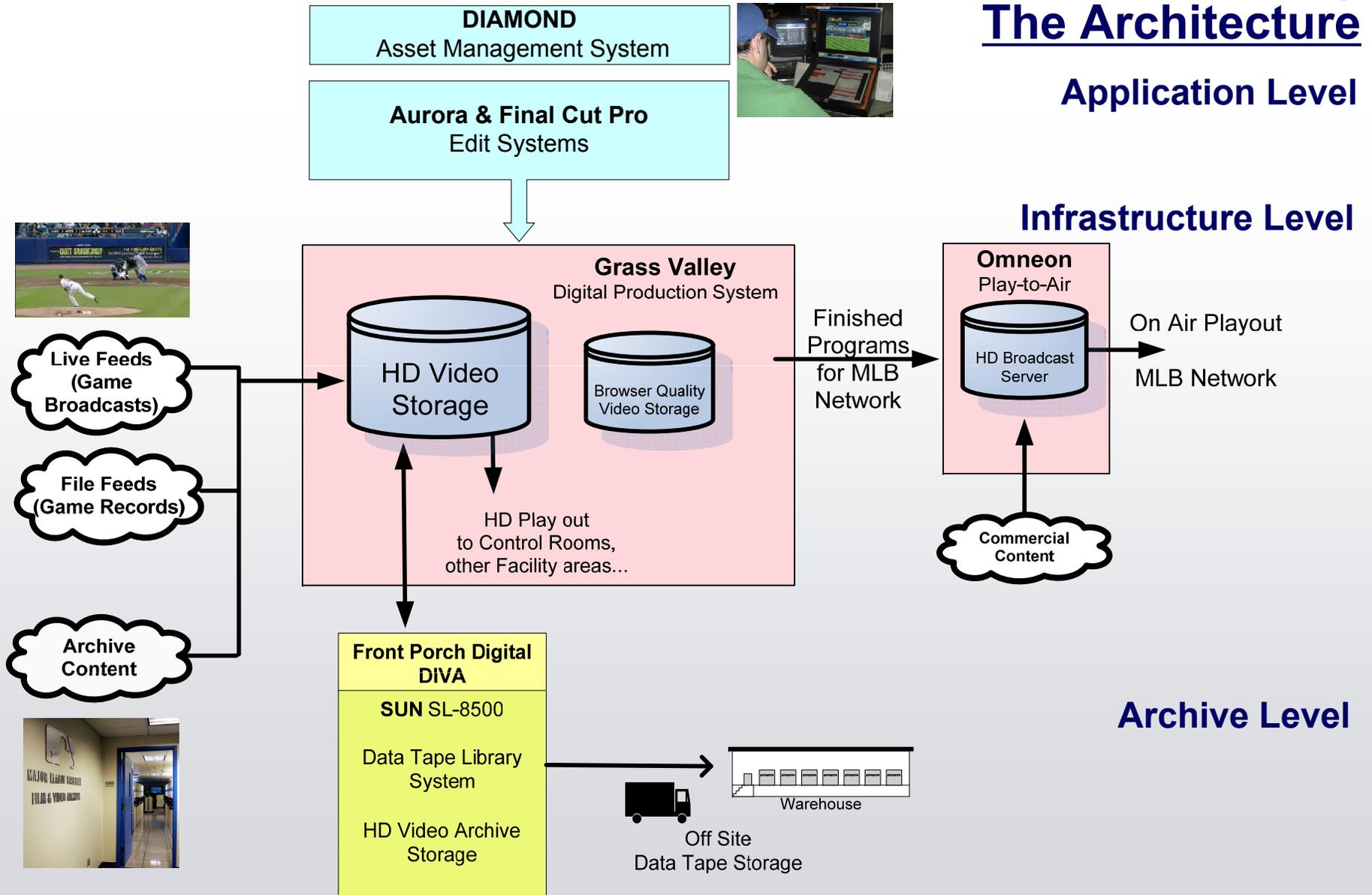
- **Largest debut in cable TV history – January 1st, 2009**
- **Currently available in 55 million cable, telco TV and satellite homes**

- **Over 100 live games in 2010, including:**

- Spring Training
- Regular Season
 - Thursday Night Baseball
 - Saturday Night Baseball
 - MLB Matinee
 - Interleague Play
 - Pennant Chase
- Minor League Baseball
- Youth Baseball

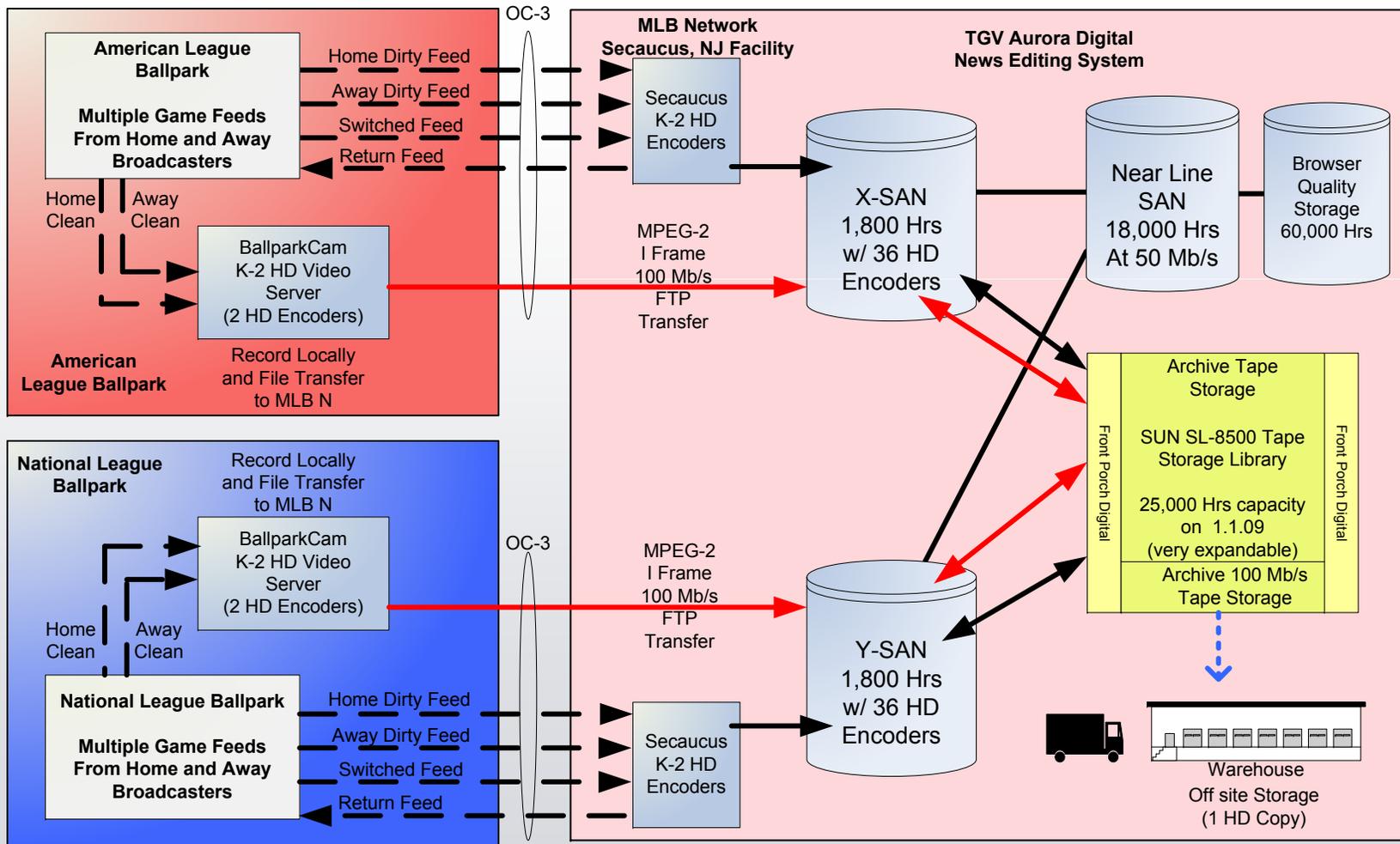


- **MLB Network was honored with four Sports Emmy Awards and 12 nominations by the National Academy of Television Arts and Sciences, including Outstanding Technical Team Studio: “MLB Tonight”**

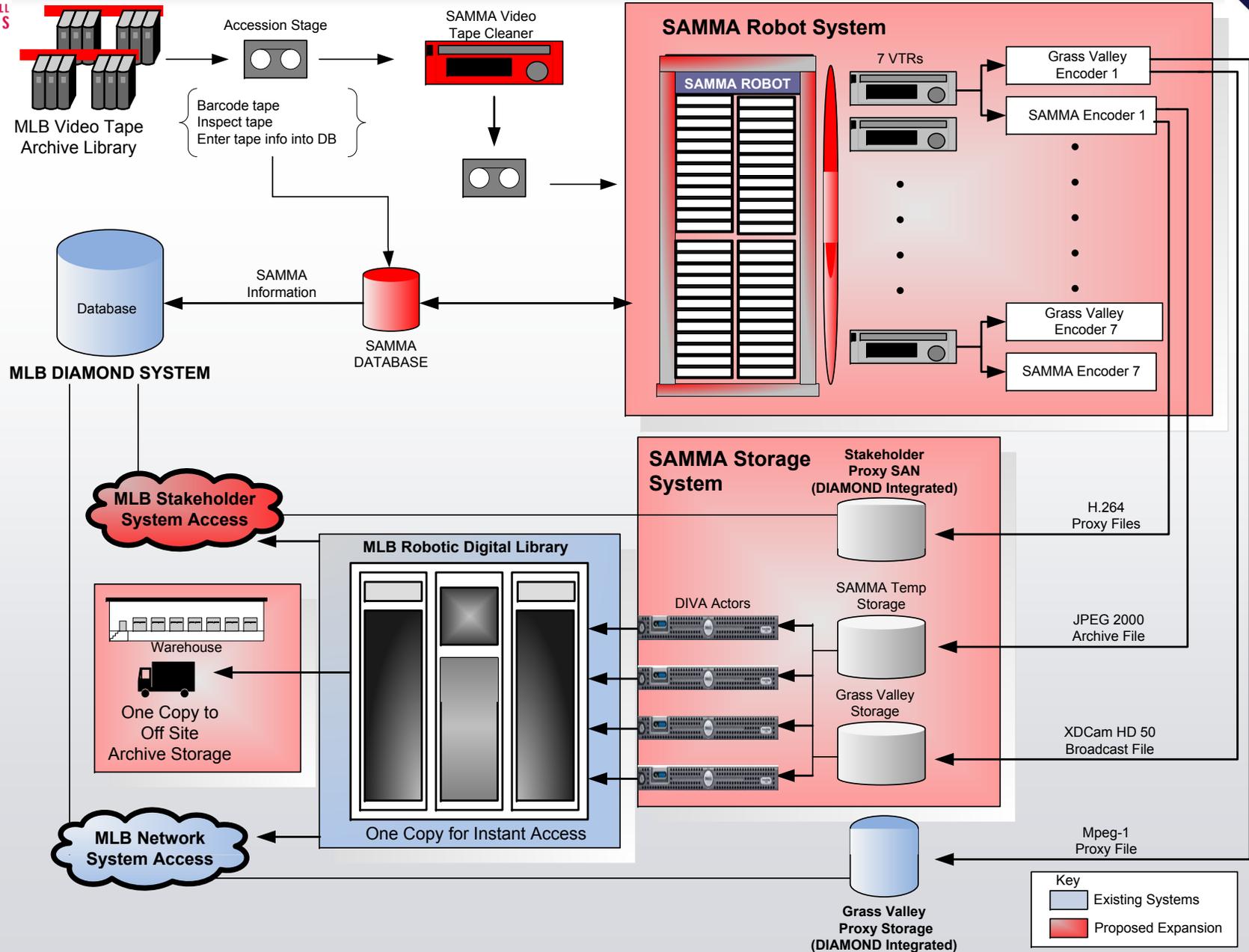


The Ball Parks

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



18 DIAMOND Logger Workstations

Mining the MLB Archives

The Power of DIAMOND



18 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- ❖ High-speed Access to Current and Historical Content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

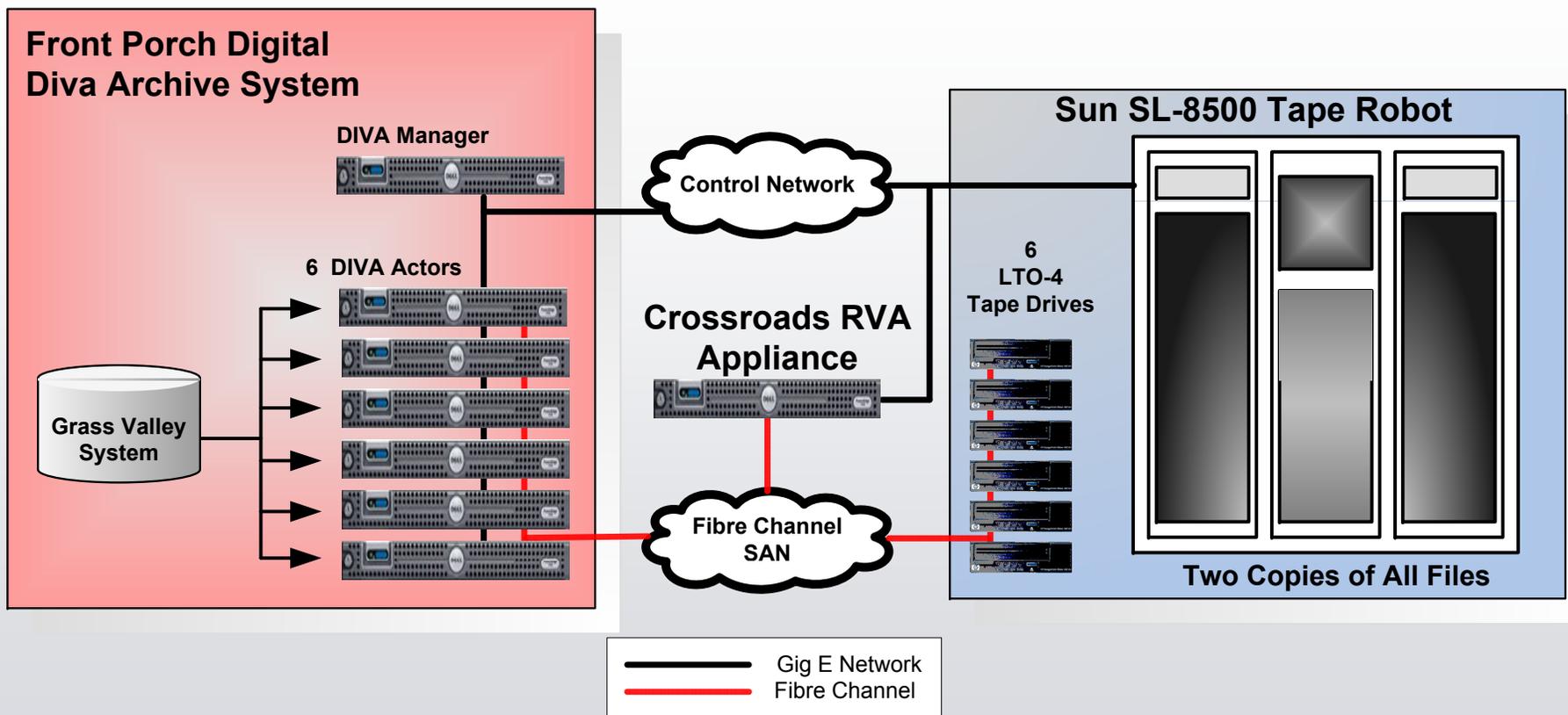
- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 LTO-4 Tapes for 2009 Season

❖ 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

❖ Clean Archive Games

- ❖ 100 Mb/s Video , 720p, MPEG-2, I-Frame Only, 16 Audio Tracks
- ❖ 4000 – 5000 LTO- 4 Tapes Per Year

❖ Dirty Archive Games

- ❖ 50 Mb/s Video, 720p, XDCamHD50, Long GOP, 16 Audio Tracks
- ❖ 2000 – 2500 LTO- 4 Tapes Per Year

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

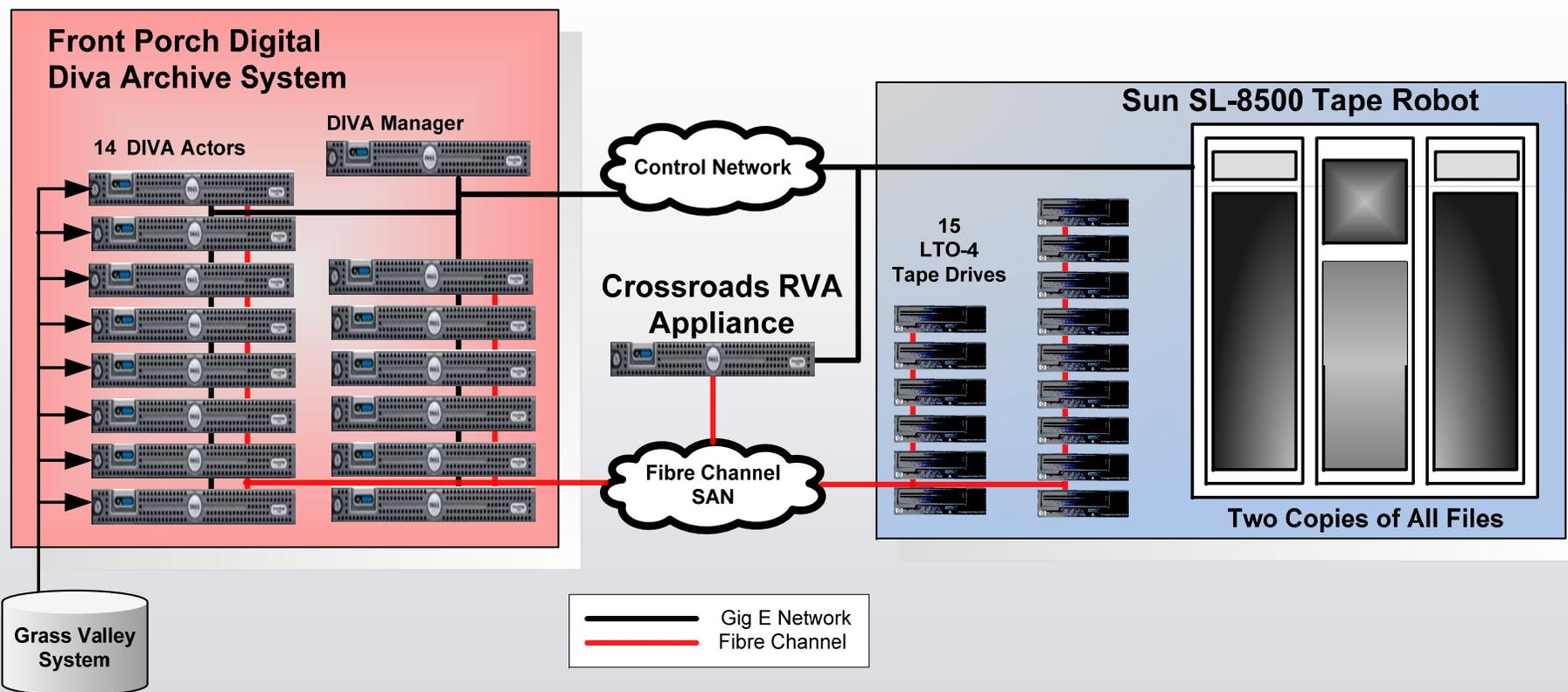
- ❖ Four Encoder Versions of Every Recording
- ❖ 2000 – 2500 LTO- 4 Tapes Per Year

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

- ❖ 1000 – 1500 LTO-4 Tapes Per Year

❖ Annual Storage Consumption of LTO-4 = 9,000 – 12,000 Tapes

The “Content Wave” Statistics – 2010 Season





Thank You

**MLB Productions
&
MLB Network**