



# INTERSPORT

## CASE STUDY

### Intersport & Object Matrix

ObjectMatrix



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## Background

**Intersport** is an independent media and marketing firm, specialising in property creation and content production. The team at Intersport offers solutions for brands and networks looking for engaging content. Producing anything from bitesize social media clips to a full-length video documentary, with the option to add marketing services across digital, sponsorship, experiential and hospitality campaigns.

Intersport first established itself in journalism and entertainment as a local Chicago TV network programming provider. In 35 years, it has won more than 20 Emmys, worked on over 1000 events annually and delivered billions of impressions for event and content properties. Expanding its distribution to world-class networks such as ABC, ESPN, FOX, Twitter and Vox Media, and creating innovative, entertainment platforms. Intersport partners with brands who want to connect with passionate audiences in unique ways, maintaining ongoing relationships with clients which span multiple campaigns.

## The Customer Challenge

**Intersport has worked with broadcast and media systems integrator CineSys Inc. for over 9 years. When Intersport moved to a new location CineSys helped with the transition. It was during this process that CineSys introduced Intersport to Object Matrix in order to facilitate an upgrade of its storage and media management infrastructure.**

Intersport was encouraged by the recommendation. The team was in the process of upgrading its legacy system and looking for a new solution to bridge nearline and archive storage. Intersport had an archive LTO system, housing both projects and media, which had been implemented several years ago. Its nearline storage solution had always been AVID based - first ISIS and later NEXIS - but the team found it increasingly challenging to manage this restricted space.

The ability to extend the lifespan of old projects was a key consideration for any storage solution which Object Matrix implemented. Existing client relationships meant that Intersport needed to be able to reference archived projects and reuse and update elements from them with ease. In other cases, content would form halo projects for a client, these were part of its online presence for extended periods of time, so everything needed to be backed up securely but also easily accessible.



*“Our 90TB of NEXIS storage was always close to the maximum threshold of media content capacity. It wasn’t just the work-in-progress projects which were responsible for the overall volume we were dealing with. Intersport develops content for its client base with the understanding that it will live on past the original intended use. We develop a partnership with clients which enables them to do new things with old media.”*

- Sara Plano, Media Manager, Intersport.



## The Solution

Intersport is a PC based, all-AVID agency and so the ease of integration into AVID storage and interplay systems was a key factor. However, the team needed more than just a nearline solution for its storage requirements, better overall accessibility for older LTO projects was also crucial. The ability to manage archive content more efficiently and to bring it back online as quickly as possible would enable the team to go above and beyond to support clients by maximising past projects. Which proved more important than ever during the pandemic, as filming was significantly restricted.

During the upgrade, Intersport's existing NEXIS storage was increased to 200TB then 120TB of MatrixStore storage was implemented. MatrixStore is a media focused private cloud solution from Object Matrix, with built-in security and analytics. The solution went beyond object storage and modernised Intersport's video workflows, as the team planned to implement the Object Matrix Vision interface to provide easy content access from anywhere. Intersport had been ingesting using NLTek SatAI, which needed to be maintained, along with the ability to archive both RAW and AVID Media assets to the storage DNA.

Object Matrix's solution provided the team with the highest levels of digital content governance, ensuring content was protected, authentic and available on demand. Whilst integrating with multiple media-based workflows.



## The Customer Experience

**MatrixStore is designed to integrate with the AVID metadata process so that workflows connect seamlessly. Once the team at Intersport discovered the flexibility of Object Matrix's offering and the ease of implementation, the path ahead was clear. The solution has been particularly valuable during the pandemic. Offering ease of use, increased efficiency and more flexibility in a working from home environment than had previously been possible.**



Intersport's VP of Technical Operations, Patrick Gulotta discusses the specific challenges of 2020,

*"With the current state of the world and the restrictions caused by the pandemic, we had to look at implementing Vision faster than we had initially anticipated. It's a great tool and we understood the value in it from day one, however from a usage perspective it hadn't been fully integrated into Intersport's workflows. Now we're in the process of implementing a full roll out. Editors and our media manager have found the new workflows run really smoothly. Whether restoring old content or archiving a recent project, the new process has been invaluable for the team's workflow and time management."*

It was important that Intersport could move work-in-progress projects onto MatrixStore rather than taking up NEXIS storage space. During the Covid-19 crisis RAW footage was received from freelancers all over the US, kept on MatrixStore and distributed to editors working remotely. As workloads continue to grow and footage is shot in larger and larger formats, a company like Intersport which has operated for decades needs the ability to park media and projects but still have easy access to them.

Intersport's Media Manager, Sara Plano, explains, "Metadata is particularly important for our workflow. Intersport has over a petabyte of media, which is at least 30,000 clips. Finding those clips going back as far as 1985 would be impossible without the key metadata. Having a searchable content library of this size is so significant. For one event we had to go back to footage that was 3 years old and have producers which were not in-house at the time work through it. I was able to use Vision to create proxies and provide log-ins. The producers were then able to review the content and make notes – saving a huge amount of time."





## The Future

Intersport has now digitized all its master tapes using an AJA recorder and is currently in the process of adding them to Vision, enabling producers working from home to search the content using key metadata. As the pandemic continues, it is especially important that the team are able to pitch old content or rework ideas based on assets the team has developed previously. Now any salesperson or producer can search for content and view it online at home. Finding archive or stock footage in seconds which can be reused and repurposed will continue to significantly improve workflow and production.

Using the Vision interface for master content will be hugely important for the team and Intersport is keen to transition its scenic library onto Vision as well. With the ongoing restrictions this means that if staff are not able to travel to a location, the team can source scenic footage from the existing library. Even post-Covid this represents a vital resource, maximising Intersport's existing assets and avoiding unnecessary travel and production costs. As well as allowing editors and producers to easily access existing scenic footage in the moment, without interrupting their workflows.

Intersport's VP of Technical Operations, Patrick Gulotta discusses the importance of a working with a vendor that is supportive of the team's process:

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*“Right from the start and even prior to signing an agreement Object Matrix was there to listen and offer solutions that would best fit our workflow. I never felt like I was being oversold, everything was geared towards what was in Intersport's best interests. Since the relationship has developed the team's conscientious approach has continued.*

*The customer support and the speed at which they respond to technical questions is amazing. Working with Object Matrix has truly been phenomenal, if you are already at the point of looking at these solutions then I'd recommend you move forward quickly on that path. Object Matrix takes care of the customer better than anyone I've ever dealt with.”*





ObjectMatrix

### About Object Matrix

Object Matrix is the award winning software company that pioneered object storage and the modernisation of media archives. It exists to enable global collaboration, increase operational efficiencies and empower creativity through deployment of MatrixStore, the on-prem and hybrid cloud storage platform. Their focus on the media industry gives them a deep understanding of the challenges organisations face when protecting, processing and sharing video content. Customers include: BBC, Orange, France Televisions, BT, HBO, TV Globo, MSG-N and NBC Universal.

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