



Quantel Innovates with MySQL to Reduce Time-to-Air for Broadcasters



FrameMagic

Video Production Software

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Alec Cawley

Quantel's Senior Software Architect

Quantel Overview

When a news and sports broadcaster like ESPN needs to get quality content to air as soon as possible, they use systems from Quantel.

Improving time-to-air not only enhances broadcaster prestige, it improves their bottom line. Quite simply, breaking news stories first attracts more viewers who attract more advertisers. Plus, in the new multi-channel world, consumers will pay more for premium content, such as the clip of the winning goal, delivered immediately to their mobile phones.

Efficient Media and Data Management

In recent years, broadcasters have become more productive by moving from tape to disk based production systems. But in doing so, Quantel realized that there were huge inefficiencies in the way that they were managing the large amounts of data generated by video.

"Most broadcast systems keep multiple copies of information. This creates problems with consistency and increases storage costs. It also slows down the production cycle while editors wait for large amounts of data to be copied," explains Alec Cawley, Quantel's Senior Software Architect.

Quantel eliminated this problem by inventing two unique technologies that are now deployed in its Enterprise sQ product line:

- **FrameMagic™.** A patented way of keeping track of video frame-by-frame, allowing multiple people to work on the same piece of source video without requiring multiple physical copies.
- **Integrated Server Architecture (ISA).** Allowing complex production workflows to be completed without moving data from place to place.



The MySQL Solution: Providing the Capabilities to Improve Performance

The combination of these technologies delivers many benefits to broadcasters including: lower risk of operational mistakes, lower storage costs and quicker time to air through reduced copy times. However, developing them presented Quantel with a number of database challenges:

1. Maintaining the references to all media and its relationship to users was absolutely critical – these had to be available instantly throughout the system and could never be lost.
2. Video is now accompanied by increasingly large amounts of metadata, such as timing information, copyright details, or information about whether content is suitable for broadcast to children. This needed to be managed efficiently.
3. The database needed to be embedded “as a component” within the system and with ‘zero-touch’ administration for the broadcaster.



MySQL as a Critical Component

After evaluating a number of products, Cawley and his colleagues decided to purchase an OEM license of MySQL that enabled them to distribute the software within their products:

“Our primary criteria for selecting MySQL were its replication capabilities, low complexity, and high performance. We wanted to source and use it as we would any system component and MySQL’s evaluation and licensing model made this possible”.

MySQL’s scalability also helps Quantel systems to handle heavy loads at peak times:

“The fifteen minutes before and during a news bulletin can be very busy as journalists complete and file and adjust their reports.”

Excellent Support from MySQL

Quantel recognised that their database was only ever going to be as good as the company that stood behind it. Quantel purchased MySQL Production Support and Cawley has been particularly impressed:

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Quantel’s FrameMagic™ and ISA technologies are enabling broadcasters such as ESPN to reduce their time-to-air. With MySQL helping to take care of critical data management functions, these technologies are helping to ensure that Quantel customers have the best chance possible of breaking a story first.

MySQL Enterprise Server for OEMs, ISVs, and VARs

MySQL Enterprise Server is a full-featured, zero administration database that enables ISVs and OEMs to bring their applications and solutions to market faster. MySQL's small footprint, zero administration and support for 20+ platforms gives ISVs and OEMs ultimate flexibility to ship a highly reliable SQL compliant, transactional database with just about any software application or hardware appliance.

The MySQL Embedded Database enables OEM/ISV/VARs to:

- **Reduce COGS and improve profitability** by embedding a cost-effective database without artificial license restrictions on CPU, memory, and servers
- **Bring applications to market faster** by embedding a proven database rather than building and maintaining a proprietary database in-house
- **Deliver a differentiated solution** that can capture, store and report on data with speed and granularity by embedding a full-featured, relational database
- **Win competitive comparisons** using a SQL compliant, relational database with superior performance and reliability
- **Deliver a Zero Administration solution** so that their customer don't have to hire dedicated DBA resources
- **Make reporting and analysis easy** using a cost-effective open source reporting solutions like Jasper for MySQL: OEM Edition.

MySQL Embedded Server is Ideally Suited for:

Software Applications

- Network & Performance Management
- Monitoring Systems
- CRM & ERP
- Educational Software
- Email, Anti-spam software
- VoIP & Online Messaging
- Healthcare & Practice Management
- Biotech

Hardware Appliances

- Networking Equipment
- Routers & Traffic Controllers
- Security Appliances
- Retail Kiosks
- Point-of-Sale (POS) Systems
- Diagnostic Instruments
- Sensory Devices
- And more...

About MySQL

MySQL AB develops and supports the MySQL database server, the world's most popular open source database. Over 11 million installations use MySQL to power high-volume Web sites and other critical business systems — including industry-leaders like The Associated Press, Yahoo, NASA, Sabre Holdings and Suzuki.

MySQL is an attractive alternative to higher-cost, more complex database technology. Its award-winning speed, scalability and reliability make it the right choice for corporate IT departments, Web developers and packaged software vendors. For more information about MySQL, please go to www.mysql.com.



www.mysql.com/enterprise