

# Google Cloud Media Archive Migration

Changing market conditions are pressuring media enterprises to revisit existing archived content

With delayed content pipelines and a rapid increase in OTT content consumption due to global health conditions, archived media can be leveraged to fill the content gap.

Coupled with a rise in distribution deals and M&A activity, there's a growing need for intelligent, digitized archived media.



Traditional methods of content digitization and storage are lengthy and labor-intensive

-  **Manual workflows:** Expensive and time-consuming content preparation processes
-  **Slow speed to market:** Challenges searching for and accessing legacy media for monetization
-  **Legacy digitization infrastructure:** Limited compute resources for digitizing analog media

Google Cloud Archive Migration can help both **preserve and unlock monetization opportunities in legacy assets**

-  Help create potential new revenue streams for archived assets such as classic/older content bundles
-  Modernize legacy formats to support OTT and personalized distribution
-  Enable easier content monetization via licensing by leveraging search capabilities

## The New York Times

The New York Times digitized **millions of historical images** at high speeds and low costs.

With Google Cloud, The New York Times accelerated research on archival stories to as little as **one week, instead of months**.

## VIACOMCBS

CBS Interactive transformed **content discovery for 38 brands** using advanced analytics and video intelligence.

With Google Cloud, CBS Interactive provided actionable business insights for marketing and ads teams by analyzing **2,500 pieces of content daily**.

## Archive Migration works in three Phases

### Phase 1: Digitize

*Digitize analog content & migrate existing digital data*



#### Ingest Files

Import files including audio tape, film, video tape, & other data



#### Quality Control

Ensure quality of files & metadata when digitizing

### Phase 2: Generate

*Generate detailed insights from content, including tags & metadata*



#### Generate Proxies & Mezzanine files

Create proxy & mezzanine files of all media for use in AI/ML, MAM & OTT systems



#### Index Media

Set up video index, search, & other asset management features



#### Archive

Help securely store digitized media using Google Cloud

### Phase 3: Leverage

*Leverage content for easy on-demand usage*



#### Activate

Easily use archived assets for clips, compilations, & licensing



#### Preserve for Future Needs

Help ensure digital permanence of media with highly secure storage

## Why Google Cloud for Migration?

### Media expertise and solutions

From Video Search to Cloud & Hybrid Rendering, Google Cloud provides tailored media solutions for every part of your business

### Best of Google

We offer services across multiple product areas including Google Play, Android, Search, Assistant, and YouTube — to help you acquire and monetize audiences

### Industry-leading technology

Leverage Google's best-in-class technologies, from hybrid and multi-cloud to embedded and advanced AI/ML

### Supports MPAA/TPN Security Protocols and meets fixity requirements

Data at rest is encrypted by default. Google Cloud undergoes regular audits from ISE to help ensure your content is secure, supports compliance with TPN, and fixity requirements.

## Start your Archive Migration journey today

Reach out to a [specialist](#) to identify next steps