

Leveraging AI Insights to Activate Archives with GrayMeta and Wasabi

What is GrayMeta Curio?

Media organizations of all types are struggling to manage ever-growing mountains of content. From movie/TV productions to sports broadcasts to enterprise communication, there has never been more media being created than right now. Many content owners also have petabytes of historic archives, much of it stored on aging tape libraries, that they would like to reuse or incorporate into new fan experiences and revenue streams.

With the need to rapidly satisfy digital consumers with trending content while managing ever-tightening budgets, producers are looking to increase efficiency in the media pipeline wherever they can. Finding exactly the content clip you need, when you need it, is a required capability for any modern media organization. Research shows that companies can spend up to 19% of the workweek searching and gathering content.

GrayMeta Curio is a data platform that uses artificial intelligence and machine learning to analyze media libraries and attach time-based and file-based metadata to each piece of content, identifying people, places, things, emotions, logos, events, landmarks and more. Curio provides an advanced search portal as well as metadata export via API (JSON) to power asset management systems and other media applications. This hyper-specific and automatic indexing of media content combined with low-cost, bottomless cloud storage is a winning combination for media producers looking to spend less time and money searching for what they want and more time delivering excellent content to their audiences.

Why GrayMeta and Wasabi Are Better Together?

When managing digital assets, it is crucial to be able to effectively index and search your library. Titles, shoot dates and technical metadata are helpful, but highly-refined descriptive metadata can take cataloging to new heights, allowing for more granular queries, more efficient searching and faster time to delivery. Combining innovative technologies from GrayMeta and Wasabi, content owners can utilize the latest in AI/ML processing with best-of-breed cloud storage to gain unprecedented insight into their content stores, streamline distribution and open pathways to new revenue.

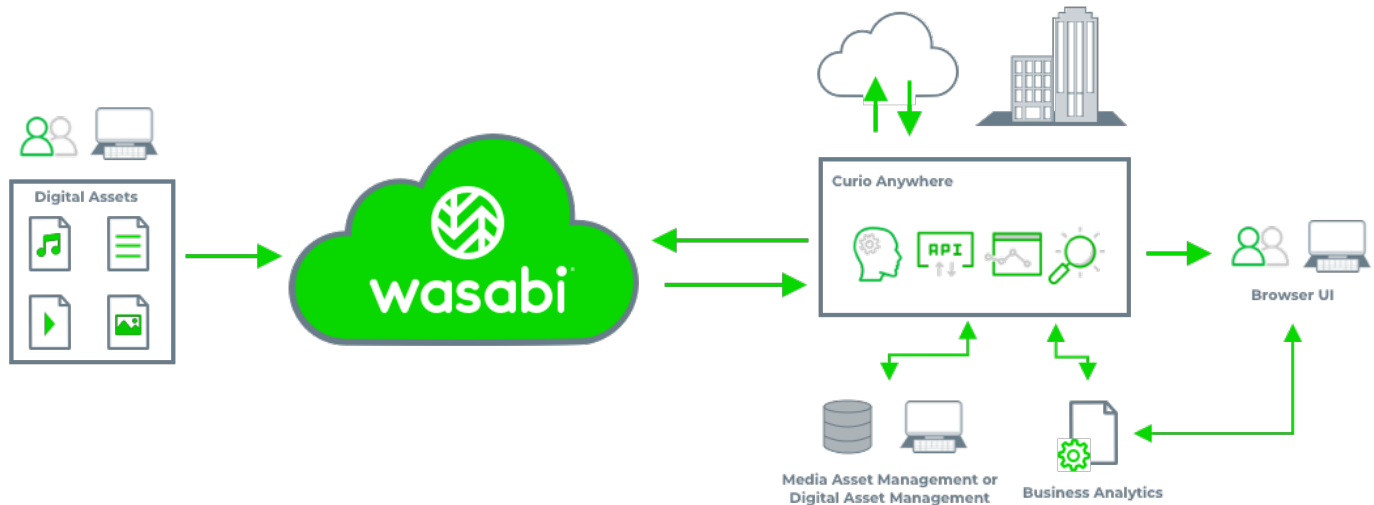
KEY FEATURES

- AI-powered content analysis & metadata tagging
- Find media segments based on people, places, objects, events, emotions, logos ,etc.
- Search portal and metadata export via JSON, PDF, CSV, XML
- Low-cost, rapid-access hot cloud storage with no egress or API fees

BENEFITS

- Save time and money searching for content and clips
- Activate content archives
- Accelerate time to delivery
- Open paths to new audience engagement and revenue

The insights provided by GrayMeta Curio enables organizations to take actionable steps on their content. When using Curio with Wasabi hot cloud storage, data is instantly accessible and there are no data movement fees, giving organizations the freedom to fully leverage their data insights and extract maximum value from their content.



Wasabi Hot Cloud Storage Delivers Breakthrough Economics and Performance

Wasabi is the hot cloud storage company delivering low-cost, fast, and reliable cloud storage on-demand. Wasabi's solution is 80% less expensive and is faster than first-generation cloud vendors. Wasabi hot cloud storage is designed with eleven nines (99.999999999%) of object durability and data immutability that guarantees stored objects cannot be deleted or modified by anyone. Not only is Wasabi 80% less expensive to store data than traditional cloud providers, but there are also no fees for egress or API requests. Wasabi keeps all data "hot" so it can be accessed in milliseconds. All GrayMeta and Wasabi customers can treat their data as hot data, so they can shorten upload windows and quickly access their data for faster restore times.

ABOUT WASABI

Wasabi provides simple and affordable hot cloud storage for businesses all over the world. It enables organizations to store and instantly access an unlimited amount of data with no complex tiers or egress or API fees, delivering predictable costs that save money and industry leading security and performance businesses can count on. Trusted by tens of thousands of customers worldwide, Wasabi has been recognized as one of technology's fastest-growing and most visionary companies. Created by Carbonite co-founders and cloud storage pioneers David Friend and Jeff Flowers, Wasabi is a privately held company based in Boston. Wasabi is a Proud Partner of the Boston Red Sox, and the Official Cloud Storage Partner of Liverpool Football Club and the Boston Bruins.

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