



Media & Entertainment



In a business where user experience is at least as important as the content itself, Molotov keeps subscribers watching—without interruption. The innovative streaming service keeps going—and growing—with Scality RING.



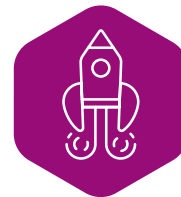
Lower Cost

Molotov estimates that they saw a 33% savings—up-front—versus other object stores they evaluated.



Service Continuity & Reliability

Their business depends on subscribers' having 24x7x365 access to content—Scality delivers.



Easy Scalability

Molotov has already more than tripled their initial storage footprint, with zero downtime.

Molotov is a new vision of television, reinventing the daily pleasure of watching TV. We take the compelling content from the TV networks and provide it with a user experience that is second to none. Using the Scality RING as our storage system ensures that content retrieval is quick and efficient and always available. Subscribers get what they want, where and when they want.” — Jean-David Blanc, CEO, Molotov

Reinventing TV

Led by a group of established French media alumni, Molotov was launched to “reinvent television”. Aiming to turn the traditional TV grid inside-out with extensive search and organization capabilities to find programming by time, category, star, type or subject, the service provides access to more than 80 TV channels live and on-demand, covering all major French TV networks. And, all of the content is available on consumers’ device of choice: Internet-connected Smartphones, Tablets, Apple TV, Chromecast, Smart TVs and computers.

Molotov launched the successful service from offices and data centers in Paris. With more than one million new subscribers in its first six months of operations, the lean development and operations teams are continuously adding new channels and innovating with features such as bookmarks for programming. This start-up will not stand still.

Live and On-demand

What’s special about Molotov is also what makes its operations a challenge. Molotov lets subscribers view any content from its channel partners live, as it’s aired on the broadcast network, and on-demand for a set period of time. The development team built a proprietary live streaming system and looked for a massively scalable and reliable storage system that was easy to maintain for its catch-up service.

Molotov chose the Scality RING as its storage platform due to its low TCO, proven integration with industry-leading media software providers and hassle-free scalability. Integrated with Molotov’s encoding platform and its CDN, the Scality RING delivered a solid foundation for success with its availability and performance.

Business Benefits

Lower Cost

By their estimate, Molotov saved at least 33% compared to other object storage solutions and significantly more compared to traditional storage systems. Those savings are further increased as storage capacity and performance can be scaled in line with business needs; without fork-lift upgrades.

Service continuity and reliability

Even as the RING is upgraded and expanded, it enabled continuous availability of the Molotov service, ensuring reliable 7x24 access to all its subscribers.

Smooth Operations

Scality’s industry expertise and large partner network allowed Molotov to minimize challenges; at initial deployment, and as they grow.

Already expanded to more than three times its initial deployment size in the first half year of operations, the RING easily handles all of Molotov’s requirements.

Think Big

In 2015, Molotov management was acutely aware of its unique requirements for success. As a startup with big plans, they knew that they needed a storage infrastructure that scales—fast and big—with “just-in-time” agility to grow with them; seamless growth, to ensure the best subscriber experience. They knew that they needed storage that could expand by orders of magnitude without downtime. Fork-lift upgrades are not an option.

“We expected storage to be Molotov’s largest infrastructure cost item, together with the encoding plant and our content distribution network,” said Jean-Christian Bedier, System and Network Manager at Molotov. “Cost was another important consideration, but not in isolation.”

Driven by increasing subscriber numbers and content from a growing list of TV network partners, the storage system needed to balance TCO with the ability to deliver: it had to meet key stability metrics, ambitious performance targets, and be easy to maintain. The quality of the video feed to its subscribers is critical to Molotov’s success, and a closely-monitored KPI; storage is a major contributor to meeting this KPI.

Building a Base for Success

From the start, Scality contributed to Molotov’s success. The team leveraged the industry expertise that Scality brought to the table from its many OTT installations across the

globe, providing valuable design input to Molotov's storage platform. And Scality's broad and established network of partnerships with key media and entertainment application developers, including Molotov's preferred third party encoding application, brought peace of mind on integration. At every step, Scality matched the speed at which Molotov needed to move, including spinning-up a proof-of-concept deployment to validate workflows.

Scality's partnerships with hardware providers also contributed to smooth roll-out, seamless scaling and cost-effectiveness. Using standard x86 hardware removed concerns about ease of maintenance and fast growth.

With the use of Scality's robust erasure coding Molotov reached its durability and availability requirements with a smaller storage footprint and a single RING deployment. That, in conjunction with the easy scalability of the Scality RING and its capacity-based pricing model enable Molotov to meet the key goal of matching storage cost with subscriber and revenue growth.

Speedy Success

"Since its operational debut, the Scality RING has met or exceeded all performance targets set by Molotov," said Bedier.

Like any high-performance tool, the Scality RING was fine-tuned to Molotov's requirements. The shared common namespace of the Scality RING allowed Molotov to use built-in, market standard protocols such as NFS for adding content and CDMI for streaming it. Bottom line: with the Scality RING Molotov delivers on its video quality KPIs and provides "television everywhere".

Molotov's Scality RING storage now supports more than one million Molotov subscribers, each using the service on average 80 minutes per day.

Storing content is important, but Molotov's business is built on delivering it, and that's where they measure success. The Scality RING in Molotov's data center has been fully available since the service launch. During this time, in addition to more than tripling the storage footprint, Molotov executed a major release upgrade of the Scality RING software: a hot upgrade in full operation with no interruption of service.

Molotov depends on the Scality RING as a core tool so its subscribers can "watch when they want, where they want". Its storage system choice has allowed it to run a reliable and cost-effective service. The company looks forward to growing with the Scality RING, changing the way TV is being viewed.

Solution Components

Software-Defined Storage

- Scality RING, NFS and CDMI Connectors

Storage Hardware

- A proprietary configuration of storage-dense standard x86 servers

Third-Party Applications

- Industry-leading cross-platform video streaming technology



Scality is key to the success of Molotov. We don't just get storage infrastructure. Their strong partnerships, top-notch personnel and key industry expertise were instrumental in delivering the perfect platform. To top it off, the economies and flexibility of the Scality RING have a great effect on the bottom-line."

Thomas Sangouard
Chief Information Officer
Molotov

About Scality Scality, world leader in object and cloud storage, develops cost-effective Software Defined Storage (SDS): the RING, which serves over 500 million end-users worldwide with over 800 billion objects in production; and the open-source S3 Server. Scality RING software deploys on any industry-standard x86 server, uniquely delivering performance, 100% availability and data durability, while integrating easily in the datacenter thanks to its native support for directory integration, traditional file applications and over 45 certified applications. Scality's complete solutions excel at serving the specific storage needs of Global 2000 Enterprise, Media and Entertainment, Government and Cloud Provider customers while delivering up to 90% reduction in TCO versus legacy storage. A global company, Scality is headquartered in San Francisco.

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