



Case Study

YES Network

Video Application Migration to Azure Improves Performance for Television Sports Network



Video Application Migration to Azure Improves Performance for Television Sports



Overview

Industry: Broadcasting and Media

Customer Profile:

The YES Network is an American cable and satellite television regional sports network based in New York City.

Challenge

YES Network had been relying on an on-premises legacy Playbook Application to help them find and use archived video footage to show clips during games and for highlight shows. Over time, the legacy technology accumulated large amounts of data which resulted in inadequate performance, particularly for large files with long run-time.

Solution

Nimbo's solution involved upgrading YES Network's existing ASP and .NET environments to the latest versions and migrating the environment to Azure, utilizing Azure SQL database.

Technologies Used

Microsoft Azure Platform

- Azure websites
- Azure SQL
- Azure AD Premium

Microsoft Azure

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"By relying on Microsoft technology and the expertise of Nimbo, we benefited from an upgrade that increased our business process in a positive manner."

Reji Matthew - Executive Senior Director
YES Network

Profile: YES Network

The Yankees Entertainment and Sports Network (YES Network) is an American cable and satellite television regional sports network based in New York City. YES Network broadcasts a variety of sports events, with an emphasis on New York Yankees baseball games, Brooklyn Nets basketball games, and New York City Football Club (NYCFC) soccer games, along with some Fox Sports programming previously aired on MSG+.

The channel is primarily owned by 21st Century Fox, with Yankee Global Enterprises owning a 20% interest.

Business Challenge

As a regional sport events and news broadcaster, YES Network frequently needs to find and use archive vintage video footage for highlight shows. To help them load and play videos, YES Network had been using an on-premises custom Playbook application. Over time, this legacy technology accumulated large amounts of data which resulted in inadequate performance, particularly for large files with long run times.

Solution

As a specialist in cloud migration, Nimbo was well equipped to help migrate YES Network's existing on-premises Playbook application to Microsoft Azure.

Nimbo's solution involved upgrading YES Network's existing ASP and .NET environments to the latest versions and migrating the environment to Azure, utilizing Azure SQL database. Azure SQL provides a very flexible and highly scalable video platform, capable of easily streaming videos of 2-3 hours in length.

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Benefits

Improved Performance

The upgrades made by Nimbo to the legacy technology allows video upload of files over 2 GB, which was previously impossible and restricting.

Improved Scalability for Video Storage

YES Network is now able to leverage Azure's highly available, durable, and scalable storage solution that automatically grows as the application's media file library expands.

Reduced Maintenance

By switching from on-premises SQL 2005 to SQL Azure, the need to maintain an SQL Server database has been virtually eliminated.

The original YES Playbook application utilized authentication to identify user roles and grant role-based access rights. During the Playbook application migration, Nimbo recommended and executed an upgrade from Microsoft 365 to Active Directory (AD) Premium to allow for continuous role-based integration with the application in the cloud.

Figure 1 below demonstrates YES Network's infrastructure.

Benefits

Nimbo's Azure-based solution has enabled YES Network to view and edit content with large file sizes and easily scale the storage database.

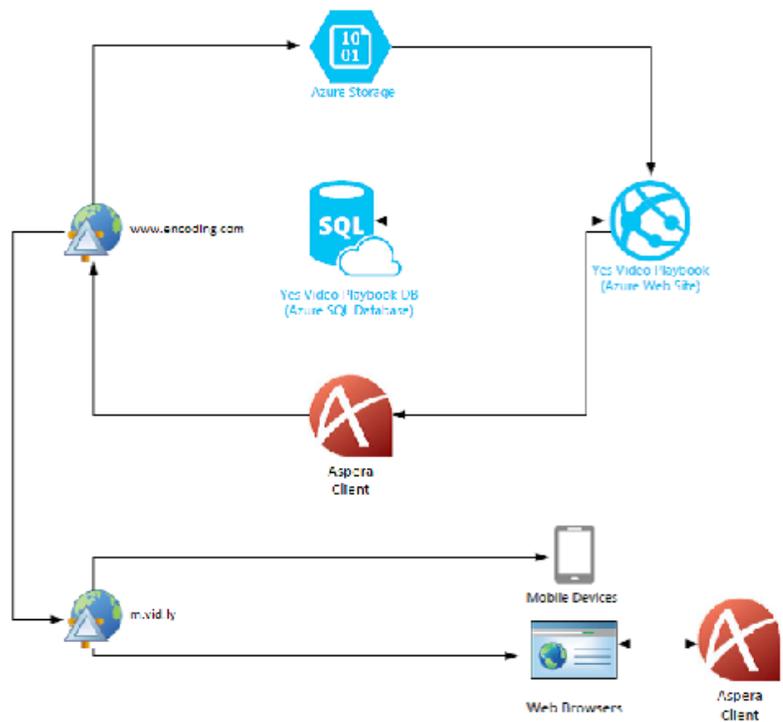


Figure 1. YES Network's Architecture Diagram

Microsoft Azure

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"It presents great opportunities to increase our competitiveness in the media industry, especially with the use of a more scalable storage solution."

Reji Matthew - Executive Senior Director
YES Network

Improved Performance

With the upgrades recommended by Nimbo, it's now possible for YES Networks to upload files that are over 2 GB, a restriction of the previous technology.

Improved scalability for video storage

YES Network is now able to leverage Azure's highly available, durable, and scalable storage solution that automatically grows as the application's media file library expands.

Reduced Maintenance

By switching from on-premises SQL 2005 to SQL Azure, the need to maintain an SQL Server database has been virtually eliminated. SQL Azure databases automatically provides software patching as part of the service as well as built-in system replicas that improves provide data protection, uptime, and stability.

Microsoft Azure

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