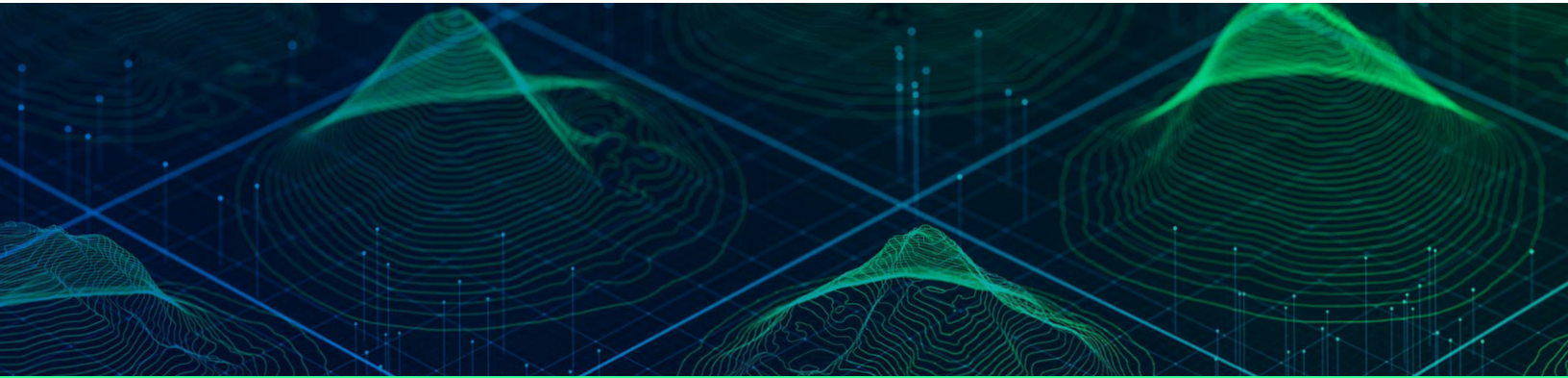**CORESITE**
An American Tower Company

Headed For Home

MLB Network teams with CoreSite to expand content production capabilities and support growth

The Challenge

USING COLOCATION TO BRING ADDITIONAL BASEBALL CONTENT TO MORE VIEWERS

Major League Baseball has been an American institution for more than a century. And in 2009, America's pastime went primetime with the launch of MLB Network, a cable TV network providing round-the-clock news, highlights, analysis and other baseball-related content.

The launch was an immediate success, reaching 50 million homes and debuting with the Emmy Award-winning flagship studio show "MLB Tonight." But as the network's live programming lineup grew, so too did the amount of content it needed to edit in real time. The resulting spike in media traffic put significant strain on the network's data infrastructure.

"Our challenge was unique in that we were dealing with content that needed to be edited to support live television rather than pre-recorded broadcasts," says Tab Butler, Director of Media Management and Post Production at MLB Network. "We needed a non-conventional approach to expanding our data center capabilities, without losing any of the speed and reliability."

BIG LEAGUES, BIG DEMANDS

MLB Network is a television production environment in the truest sense. The network brings multiple live feeds from each of Major League Baseball's 30 ballparks, using the streams to provide on-air content for live broadcasts, on-demand video, archiving, and storage for later use.

Case Study At A Glance

CHALLENGE
- Rapidly scale infrastructure to meet growth demands
- Enhance disaster recovery and business continuity capabilities

SOLUTION
- Leverage CoreSite Cage Colocation to extend content management operations, increase storage capacity and deliver redundancy for disaster recovery

RESULTS
- Reduced potential capital investment requirements with colocation
- Expanded content production, storage and archiving operations
- Improved network stability and disaster recovery with redundant dark fiber connectivity
- Strengthened position for growth

The bandwidth required to process the data and the infrastructure needed to store it soon outstripped MLB Network's capabilities. Given its growing data demands and its limited on-site processing and storage capacity, the company faced a crossroads: build and manage a new data center on its own or find an off-site partner capable of meeting the stringent requirements of a broadcasting operation.

Butler knew what it would cost — in time and money — to expand the network's data center operations and manage them internally. But the picture for outsourcing it wasn't as clear.

Since its business was built around rapid processing and distribution of video and audio content, the network needed a low-latency facility capable of running in parallel with its on-site operations and supporting planned growth. Most importantly, however, MLB Network needed assurances it could remain on-air without fail, requiring comprehensive disaster recovery capabilities.

"As costly and resource-intensive as building out a new data center can be, it appeared to be our only viable option," Butler says. "In the broadcast industry, the ability to stay on the air no matter the situation is paramount to our success. To meet each of our business requirements, a vendor partner would have to be local, have a dense and scalable network environment and be well equipped to handle all our disaster recovery needs. That's a lot to ask."

The Solution

Butler engaged with a number of data center providers near the network's headquarters. After significant planning, analysis and comparison, MLB Network opted to house its operations in CoreSite's NY2 data center to gain the space and computing power the company needed to expand its broadcast operations and boost its business continuity capabilities.

CoreSite's data center provides the latest in power, cooling and networking technologies to efficiently and cost-effectively run the network's parallel operations. The data center features hard-wired cross connections for rapid spin up of new servers that support content packaging and is connected with MLB Network's primary location via redundant dark fiber connections for lightning-fast content delivery and failover protection. When they're not working directly from the cage, Butler's team can be productive in their spacious private offices rented from CoreSite and rely on Remote Hands services to keep an on-site presence at all times, just like in the home office.

About MLB Network

Launched in 2009, MLB Network reaches approximately 70 million homes with live coverage of more than 150 regular season games, two exclusive League Division Series game telecasts, more than 200 Spring Training games and other special event game telecasts. MLB Tonight™ airs year-round, including seven days per week during the regular season with live look-ins at games in progress, news, interviews, highlights and analysis.

Customer Experience and Benefits

SERVICE WITH A SMILE

Even with all the space and industry-leading technologies in the data center, it was Butler's experience interacting with the CoreSite account team that left the biggest impression. Unlike data center providers, which offer pre-determined services, CoreSite can customize solutions to meet even the most unique business demands.

Specifically, Butler cites the team's willingness to go above and beyond expectations to source additional partners and creatively unite the necessary services and technologies to meet the network's unique business needs, in a manner few others could.

Butler says the implementation and deployment of MLB Network's new data center was smooth and effortless. "We were able to dovetail the build out of our core infrastructure with the completion of the facility itself," he says. "We had the full force and support of the entire CoreSite team at our disposal and the whole experience was flawless."

BUILDING THE NETWORK OF THE FUTURE

Partnering with CoreSite has proven a wise choice for MLB Network, both financially and operationally. Not only was the network able to avoid having to invest millions of dollars into its own building, but housing operations in a top-flight CoreSite facility has also dramatically streamlined and enhanced MLB Network's operations while fail-proofing its business.

"CoreSite's flexible infrastructure makes it much easier to manage our business on a daily basis and provides a cost-effective way to expand our existing network capabilities," Butler says. "More importantly, it's also a vast improvement over the disaster recovery technology we previously had and ensures that we'll be able to stay on the air no matter what."

Given the strength of the relationship with the account team and the success of the network's first deployment, Butler anticipates CoreSite playing an essential role in the growth of MLB Network's IT environment and expansion of its web-based content in coming years.

"We had the full force and support of the entire CoreSite team at our disposal and the whole experience was flawless. Working with CoreSite has enabled us to accomplish goals that we did not necessarily feel were realistic two years ago. The relationship has opened a world of new opportunities for us and I can't overstate how excited we are to continue the partnership in the future."

TAB BUTLER,
DIRECTOR OF MEDIA MANAGEMENT
AND POST PRODUCTION, MLB NETWORK

Find out more.
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