

CUSTOMER: KONTOR NEW MEDIA GMBH

tecRacer brings 200 terabytes of media into the cloud

Kontor New Media is one of the leading digital distributors in Europe and a partner for the digital distribution of audiovisual catalogs worldwide. The international distribution network includes all relevant services in the areas of music, film, TV and audiobooks. Kontor has been a certified partner of YouTube since 2009 and manages over 600 channels in the entertainment and music sector. Kontor New Media GmbH emerged from the music label Kontor Records, known for dance and house stars like Scooter, DJ Antoine, Armin van Buuren, Vize or Tom Gregory.

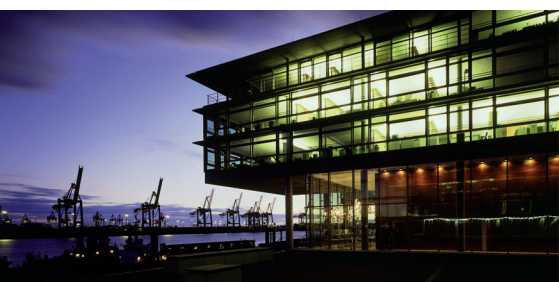
After being spun off into its own company, **Kontor New Media** has built up a partner base of over 1,500 licensors from all genres and now works with, among others, ACT Music, Armada, BACKSPIN, Berlin Classics, earMUSIC, good! movies, Kscope, Lamp and Sumfleth Entertainment, MPS, Pandora Filmverleih, PMR Music, Sirup Music, Skip Records, Snapper Music, Summerfield Records, Xtreme Sound and many more on releases by artists such as Leon Machère, EDX, Simone Sommerland, Nils Landgren, Deich-kind, Rammstein, Deep Purple, Ikke Hüftgold, Dynamite Deluxe, Kontra K and many more.

Flexible computing capacity in the cloud with rapid growth

With the experience of now more than 15 years of digital distribution, Kontor has created its own digital warehouse, the Digital Media Base (DMB), for the complete supply chain. Partners receive useful tools to promote content or gain insights into how listeners use their content. At the long run, the classic data center operation at an external service provider was not flexible enough. In particular, the rapidly growing amount of necessary storage required new hardware repeatedly. The cloud now allows flexible operation of the digital media base, which was migrated based on AWS best practices and with partnership support from tecRacer. By using the AWS Elastic Compute Cloud (AWS EC2), the compute capacity in the AWS cloud is scalable without having to invest in hardware beforehand. It is possible to react quickly to changing requirements or data traffic peaks. This also saves Kontor New Media from having to predict data traffic. With significantly more service, performance and flexibility, costs are now 15 percent lower.



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Migrate 100,000 hours of HD video files to the cloud

One of the biggest challenges was the migration of over 200 TB (TeraBytes) of media files to the AWS cloud. This is equivalent to about 50,000 HD videos with over 100,000 hours or nearly 11.5 years of playtime. The media files - mainly music, movies, TV series, audiobooks, audio dramas, and image files - require a lot of storage, which is a significant cost factor. The film studios or music labels upload new content to the DMB independently. tecRacer provided Kontor New Media with an interface managed by AWS via Secure File Transfer Protocol (SFTP). The files are then transferred via the Digital Media Base to various consumer portals, for example Spotify, Apple Music, Amazon or Deezer.

Fully automated setup of a development and test environment

To provide new partners like TikTok or Tesla with the entire repertoire of more than 200 TB of media used to take many months. Now it takes less than two months. To ensure that such a catalog delivery does not slow down the traffic of the ongoing day-to-day business, part of the server architecture is allocated exclusively to new customers. By using automation tools like Infrastructure as Code - tecRacer enables the fully automated setup of a development and test environment, identical to the production environment. Previously, Kontor New Media had only a single environment.

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Contact person at the customer:

Tobias Gabler, Director IT & Content Operations, Kontor New Media GmbH, Hamburg



„tecRacer is much more than a service provider, rather a partner in solving our challenges.“

Project goals

- Flexible operation of the Digital Media Base (DMB)
- Migration of 200 TB of data to the cloud
- Interface for uploading content by music labels, audio book & audio play publishers or film studios Establishment of a development and test environment

Project duration

December 2018 until May 2019

Project deliverable by tecRacer

- Migration of the Digital Media Base to the AWS Cloud [AWS EC2].
- Migration of over 200 TB of media files to S3.
- Provide AWS SFTP interface for customers to upload new content.
- Terraform for fully automated setup of a development and test environment by using
- Automation tools (Infrastructure as Code), identical to the production environment
- Virtual machines and databases
- AWS EC2 - AWS Elastic Compute Cloud
- AWS RDS Aurora, relational database for the cloud, and Maria DB
- AWS Elastic Beanstalk, service for deploying and scaling web applications and services

About tecRacer

tecRacer, headquartered in Hannover and with locations in Duisburg, Frankfurt, Hamburg, Munich, Vienna, Lucern, Geneva and Lisbon, offers AWS (Amazon Web Services) Consulting & Training Services from a single source - seamlessly integrated, across the entire cloud lifecycle - from strategy to implementation to operation.

The strategy also remains the clear focus on Amazon Web Services. Here, according to an independent study by Crisp Research, tecRacer is probably the most competent and important partner in Germany. And the focus on AWS proves tecRacer right: As part of the AWS Partner Summit 2021, tecRacer received the „AWS Consulting Partner of the Year“ award. The owner-managed company, which was awarded as a Top Employer for medium-sized companies, now employs more than 150 permanent staff, has trained more than 12,000 participants in AWS and has already successfully implemented more than 250 AWS Consulting projects.

For more information, visit www.tecracer.com. Or contact us at aws-sales@tecracer.com.

