

KSE Centralizes Media Management with IPV's Curator

MAM system integrated by StorExcel to share media between broadcast, stadiums, and teams

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Media management technology specialist, IPV has announced that the KSE Network Operations Center (KNOC), located in Centennial, CO - which is the production and distribution facility for Kroenke Sports Entertainment (KSE) network properties - has purchased its Curator MAM system.

The system will initially be used to manage media throughout the organizations postproduction processes and will play a key part in the continued tactical and strategic development of the KSE Network's media properties. Installed and integrated by IPV partner StorExcel Curator will be used by production teams that create content for the Altitude Sports Entertainment channel which broadcasts live and studio-based programming of the KSE-owned franchises. These include the Denver Nuggets (NBA), Colorado Avalanche (NHL), Colorado Rapids (MLS) and Colorado Mammoth (NLL) as well as regional collegiate and high school sports events.

The deployment of this new media management and storage infrastructure comes as part of a larger digital content initiative aimed at the centralization, indexing and distribution of premium content across numerous KSE media outlets. As the need for media has grown across the KSE organization, IPV offers them flexibility in working with low resolution content, as well as seamless integration into their existing facility.



From left to right: Brent Kline, Senior Director of Technology at KSE Media Ventures; David Cole, CEO and CTO at IPV; David Zur, SVP of Operations and Engineering at KSE Media Ventures; and Lance Hukill, President of StorExcel.

StorExcel will install the new workflow at the KNOC facility. It will sit on a storage workflow comprised of multiple Quantum storage platforms including Xcellis workflow storage and AEL Tape Library powered by StorNext advanced data management software.

"The beauty of this project is that we got to start fresh. This doesn't come too often but we had minimal legacy systems to work around," said **Lance Hukill**, President of StorExcel. "This is a project that we've worked closely with IPV and KSE on to make sure we can deliver the speed and ease of use of content management that are expected in today's sports organizations."

As well as delivering content to air for Altitude Sports Entertainment, KNOC also shares and serves media to Pepsi Center Broadcast Services group, who support in game entertainment for the Nuggets, Avalanche and Mammoth as well as for multiple music and entertainment events.

"We knew we needed to install a system that would help us deliver content to multiple users, mostly at the same time, and as fast as possible," says David Zur, SVP of Operations and Engineering at KSE Media Ventures. "Once we ingest media, we need to be able to log it, attach metadata, store it and access it again extremely quickly. IPV's robust Curator system makes sure all our assets are uniform in their tagged data so they're easy to recall. If you can't find it, you don't own it."



"Centralizing and conforming our media so it's accessible and easy to find is the initial goal of this new installation," added Brent Kline, Senior Director of Technology at KSE Media Ventures. "The next stage of the technical deployment will see a wider roll out of the systems we're putting in place -we've been very selective of the components for the first phase workflows, specifically so we can grow in the coming years with the systems we've chosen today."

Initially, a small group of 15 users will use Curator to find, manage and access media for the edit of long-form and promotional content. In the next phases of the infrastructure deployment, content will be made more widely available across the entire KSE family of businesses.