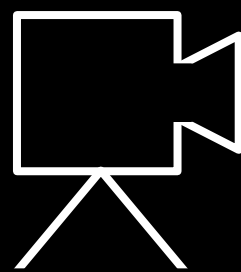# Tape goes to the movies

Higher video resolution, higher frame rates, and the sheer volume of video streaming are escalating the storage challenges for Media and Entertainment (M&E) enterprises such as broadcasters, publishers, movie studios, and advertisers.

Solve your M&E storage challenges with IBM tape & IBM Spectrum Archive

Lowest TCO	Scalable	Cloud agile	Open
86% lower than an all-disk solution, & 66% lower than an all-cloud storage solution [1]	Simply and economically add tape cartridges	Access to data at any time, from anywhere, in any format	No proprietary tape software required
Reliable	Durable	Easy Management	Emmy Award Winner[4]
99.9999999% data durability[2]	30-year media life[3]	Drag and drop files like disk	2011 Engineering Emmy

Learn more at **ibm.com**/it-infrastructure/storage/tape

1 ESG, Alex Arcilla, Quantifying the Economic Benefits of LTO-8 Technology, August 2018
2,3 INSIC, Dave Woito et al, 2019 Applications & systems tape roadmap Report, July 2019
4 IBM Research, We won an EMMY, October 2011

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