

Danmon Group and IBM Cloud Redefine Data Storage for Digital Media

ARMONK, N.Y., May 3, 2017 /PRNewswire/ -- IBM (NYSE: [IBM](#)) today announced that Danmon Group, an international broadcast and media solutions provider headquartered in Denmark, has selected IBM Cloud to help customers store and manage their massive collections of unstructured data and turn it into a library of easily searchable, accessible content in the cloud.

[Danmon Group](#) delivers solutions ranging from complete turnkey television and radio stations to outside broadcast vehicles and satellite communications as well as virtual studios, archive and storage solutions and workflow management software.

When Danmon sought a new strategy for helping its customers store and manage their massive collections of unstructured object data, it identified two critical needs: a global, scalable cloud infrastructure and the ability to reach into its data library to quickly pinpoint specific content on demand.

Danmon chose a combination of IBM solutions to fulfill its goals. First, the company taps [IBM Aspera High Speed Data Transfer](#) to upload content to the [IBM Cloud Data Centre](#). Then, to efficiently manage all the data, Danmon turns to [IBM Cloud Object Storage](#) and [IBM Watson](#). Data is ingested into the IBM Cloud frame-by-frame while its metadata is analyzed by [IBM Watson Visual Recognition](#). Danmon uses this Watson API to apply visual recognition to the clips and footage and adds meta tags on-the-fly and does so, according to Danmon, with a level of granularity that far exceeded that of a Media Asset Management (MAM) system.

"By integrating IBM solutions, we're able to drastically ease what oftentimes is a very burdensome data storage and archiving challenge, into something that is delivering real value to our clients," said Christoffer Kay, COO at Danmon. "With a combined solution from IBM, we've been able to create a content library that's made it easier than ever before to search for content via the IBM Cloud."

For more information about IBM Aspera: <https://www-01.ibm.com/software/info/aspera/>.

For more information about IBM Cloud Object Storage: <https://www.ibm.com/cloud-computing/products/storage/object-storage/>.

For more information about IBM Watson Visual Recognition: <https://www.ibm.com/watson/developercloud/doc/visual-recognition/index.html>.

About IBM Cloud:

For more information, visit: <http://www.ibm.com/cloud-computing>.

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