



# One Platform for Every Stage of Live Sports Workflows

Pixitmedia for Live Sports | Solution Brief

## Challenge: Live Production Pushes Storage to Breaking Point

Live sports are unforgiving. Cameras roll, files grow, and editors need access before recording stops. Most storage platforms were not designed for this reality.

- **Storage fails when it matters most.** Conventional platforms degrade under load and cannot handle simultaneous ingest and playback.
- **Tiering adds complexity.** Moving completed content off fast storage requires separate tools, manual processes, or third-party software.
- **Archived content is inaccessible.** Retrieving footage from archive requires manual intervention and IT tickets, slowing every downstream workflow.

## Solution: A Unified Platform Built for Live Sports Workflows

Pixitmedia delivers an integrated platform purpose-built for live sports organizations. A single architecture spans the entire workflow from live ingest through automated tiering, archive, and content discovery.



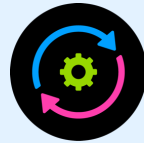
### Collaboration

Solutions for real-time ingest and growing file production workloads



### Data Management

Automated policy-driven tiering from NVMe to object storage or cloud



### Orchestration

Integrations with production, live editing and playout tools



### Discovery

AI-powered search and preview across every tier including archive



## Outcome: Production Infrastructure That Performs Under Pressure

Live Sports Broadcasters like Sky UK, Fox Sports, and Red Bee Media operate their workflows on Pixitmedia solutions. These high-stakes environments demand storage that performs under pressure without adding risk.

- **Faster time to air.** Growing file support lets editors work with live content the moment recording begins.
- **Higher utilization without risk.** Storage operates at 90%+ capacity with guaranteed throughput. Over-provisioning drops.
- **Predictable infrastructure costs.** No proprietary appliances or forced refresh cycles. CapEx aligns to real usage.
- **Lower operational overhead.** Automated tiering eliminates manual data movement. IT sets policies once.
- **Accessible archive across tiers.** Iris makes historical footage searchable and previewable without IT intervention.

### Why Pixitmedia for Live Sports?



#### No waiting

Editorial begins before recording ends



#### No over-provisioning

Solution designs proven in the field



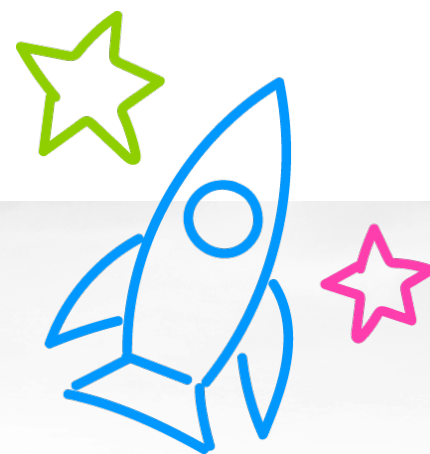
#### No manual tiering

Ngenea automates lifecycle from ingest to archive



#### No buried content

Every tier of your archive searchable



**pixitmedia**  
by DataCore

#### Pixitmedia by DataCore

Pixitmedia by DataCore is a leading provider of intelligent content and metadata management solutions for the media and entertainment industry. Our multi-tier technology combines high-performance access, storage, and archiving with powerful orchestration and AI tools to simplify workflows. Built on an open architecture, Pixitmedia enables seamless collaboration while keeping assets searchable, protected, and available when they're needed. Learn more at [pixitmedia.com](https://pixitmedia.com)

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