

# CHESA HELPED **KROENKE SPORTS & ENTERTAINMENT** INTELLIGENTLY STORE AND ACCESS MEDIA ASSETS

CHESA worked with KSE to configure and install an IPV Curator MAM system to manage the sports network's assets at KNOC.



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## CUSTOMER PROFILE

Located in Denver, Colorado, the Kroenke Sports & Entertainment (KSE) network owns multiple sports franchises including:

- Denver Nuggets (NBA) 🏀
- Colorado Avalanche (NHL) 🏒
- Colorado Rapids (MLS) ⚽
- Colorado Mammoth (NLL) 🏆
- LA Rams (NFL) 🏈
- Arsenal FC Premier League soccer team ⚽



The KSE Network Operations Center creates content for the Altitude sports and Entertainment network. Image copyright and courtesy of Altitude Sports.

It also hosts several regional collegiate and high school sports events and in November 2017, set up Los Angeles Gladiators – an Overwatch esports team that competes in the OWL. The production facility for the network – KSE Network Operations Center (KNOC) – creates and distributes content for Altitude Sports & Entertainment, a network of channels that broadcasts live and studio-based programming of the Colorado-based KSE-owned entities.

As well as delivering content to air for Altitude, KNOC creates and delivers media to the Broadcast Services Group at the Ball Arena in downtown Denver, home of the Nuggets, Avalanche and Mammoth. Programming is used as in-venue entertainment for the franchises' games as well as for multiple music and entertainment events.

## THE CHALLENGE

As the need for more, higher-quality media has grown across the KSE organization, production teams at KNOC needed a way to more easily access and manage its huge range of media assets and archived footage. In any sports environment, speed is the most important factor so the crew needs to be able to log content as it's ingested, attach metadata so it can be easily found later, and store the content in a way that can be accessed again - *quickly*. Once ingested and stored correctly, multiple editors need to work on content, without delay.

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**“ We needed to be able to deploy a media asset management and storage infrastructure that enhanced and integrated smoothly into the workflows at all of our production houses. At the end of the day, if you can't find the content, you don't own it.”**

**- David Zur**

*SVP of Operations and Engineering*  
KSE Media ventures

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Image copyright and courtesy of Altitude Sports.



KNOC delivers media to the Ball Arena, home of the Denver Nuggets and Colorado Avalanche. Image copyright and courtesy of Altitude Sports.

## THE SOLUTION

CHESA worked with KSE to configure and install an IPV Curator MAM system to manage the sports network's assets at KNOC. Curator is used to manage media throughout the center's post-production processes and plays a key part in the continued strategic development of the network's media properties.

Using Curator ensures that all of KSE's assets are consistently ingested, and correctly stored and tagged with metadata. Curator also gives KSE the flexibility to work with proxies, avoiding having to move and edit with large, cumbersome high resolution files. Once complete, the high-resolution files are brought back online for export and delivery. This use of low resolution proxies speeds up the overall production processes for the network.

The new workflow at KNOC is layered on a storage platform comprised of multiple Quantum storage components, including Xcellis workflow directors, the StorNext data management platform and QXS RAID storage. Initially, a small group of 15 users operated Curator to manage assets for the edit of long-form and promotional content. In the latest phase the infrastructure was made available to 30 users across the KSE business unit located inside the KNOC.



## CONCLUSION

The deployment of KSE's media management and storage infrastructure is part of a larger digital content initiative aimed at centralizing the production and delivery of content across KSE's media outlets. The company was very selective with the components it chose for the first phase of technical deployment so it could operate efficiently today but easily grow in the coming years.



KSE, CHESA and IPV shake on the deal at the NAB Show. Image copyright and courtesy of Altitude Sports.

## BENEFITS TO KSE

- **Uniform approach** – IPV Curator Media Asset Management gives the KNOC facility a level of consistency in its content management, creating more efficient post-production processes
- **Proxy-based workflows** – A proxy workflow allows KSE to easily manage large files while reducing expensive storage resources to just 2% of their HD source files
- **Phased roll-out** – KSE is able to operate its Curator system in line with current needs and easily expand as required
- **Integration** – Installed by CHESA, IPV's Curator system is tightly integrated with KSE's storage infrastructure from Quantum
- **Support** - CHESA Service Level Agreement (SLA) provides KSE operations with a single point of contact to support their entire MAM and storage infrastructure.

This case study demonstrates how CHESA can enable organizations to take full advantage of existing media management tools, along with offering ongoing support that fits your needs.

**Ready to discuss how we can support your organization?**

**1-833-SALES-CS**

(1-833-725-3727)

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CHESA.COM | 1-833-725-3727 | [prosales@chesa.com](mailto:prosales@chesa.com)

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