



## 2G Digital Post Moves Entertainment Industry to Digital Distribution

### CASE STUDY

2G Digital Post is a post-production company specializing in versioning and re-mastering major movies and television programs for the broadcast, Electronic Sell-thru and airline industries. Among the services it provides for a broad range of distribution outlets are: content editing; graphics and titling; digital restoration; compression; and foreign-language dubbing and sub-titling. 2G also offers formatting and packaging services, including high-definition and standard-definition formatting; format conversion; and archiving.

Founded by Chuck Filiettaz in 1993, 2G delivers hundreds of film and TV titles every year for clients such as 20th Century Fox, Paramount Pictures/DreamWorks SKG, NBC/Universal, Freemantle Media and Warner Brothers Studios. The company, with about 60 employees, operates out of two facilities in Culver City and Burbank, California, both equipped with state-of-the-art digital non-linear systems.

### Digital Content Needs Fast, Secure Digital Transport

2G, like many other organizations within the entertainment industry, needs a fast, efficient, secure and reliable way to move information around, within and among companies. Because of their visual and auditory content, entertainment files naturally are huge. The studios that create the content, the post-production companies that edit and format it and the distribution companies that move the finished content to consumers traditionally have transported the files physically, via courier companies. Lisa Griffin, 2G director of sales and new business development, says files typically arrive at 2G's post-production facilities on high-definition tape or drives containing uncompressed files. "We use them to file edit, master, and create theatrical visual effects. These deliverables demand really large files."



Although the entertainment industry in general is moving from film-based to digital content, Sean Tajkowski of The Tajkowski Group, a consulting engineer for 2G, says that most companies still rely on physical transport methods to move their files around. Without telecom-like networking capabilities, studios, post-production and distribution company employees have been forced to develop awkward "workaround" processes, Tajkowski says, resulting in some "very interesting workflows." In addition, physically moving the files between organizations poses some serious security risks, namely, the potential theft of multimillion-dollar films.

2G executives, with Tajkowski's help, decided to accelerate on two fronts the entertainment industry's ongoing transition to a digital-distribution system: first, by building data center-like infrastructures in 2G's new state-of-the-art Burbank facility and secondly, by offering turnkey solutions to studios and content distributors so they, too, can migrate to digital-networking capabilities.

### Entertainment and Telecom Come Together for the Solution

To ensure that 2G chose the appropriate solution, in terms of bandwidth, reliability, efficiency, security and flexibility, Tajkowski first familiarized himself with the data center standards and best practices of the telecommunications industry. These include the work of such organizations as the Telecommunications Industries Association (TIA), Building Industry Consulting Service International, Inc. (BICSI) and the Institute of Electrical and Electronics Engineers (IEEE).

Next, he designed a fiber-based infrastructure that would satisfy 2G's specific networking requirements, both internal and for connectivity with other segments of the distribution chain. Tajkowski wanted a solution that would provide not just bandwidth but also the flexibility to scale up and down to accommodate 2G's moves/adds/changes. 2G's facilities are more dynamic than a data center in terms of the need to change connectivity, which means the company frequently changes workstations, drive systems and switches.

"We have to scale up very quickly to respond to client needs," he explains, "as well as scale down so our capital investment doesn't ever sit dormant. We had a great deal of copper infrastructure before, which created a lot of installs and not-so-quick changes."

Finally, whatever solution 2G chose had to include good cable-management practices. After evaluating other vendors and after noting ADC's "dominance in the marketplace for telcos and data centers," he approached ADC to get the solution that best fit the requirements.



**2G installed ADC's FiberGuide® Fiber Raceway System to route, manage and protect their fiber connections**

Working closely with Tajkowski, ADC provided the broad range of components that comprise its 2G fiber infrastructure. John Schmidt, director of Enterprise Sales for ADC, says 2G is "a customer with unique challenges and problems to solve: digital content, film content, and other types of large files they have to transport and store. 2G's requirements were best served by using a hybrid fiber-optic and Category 6 Ethernet network. They also have traditional broadcast-type equipment, specifically High Definition video-switching jacks that had to be connected. ADC is the only company that can provide all of these infrastructure solutions under one umbrella," he says. "From our MVJ mid-size video jack panel that allows them to switch and route HDTV signals, to our TrueNet® fiber panels and FiberGuide® that allow them to route and manage fiber connections, to our Cat6 product that enables copper-based Gigabit Ethernet, we were able to provide the end-to-end solution for 2G."

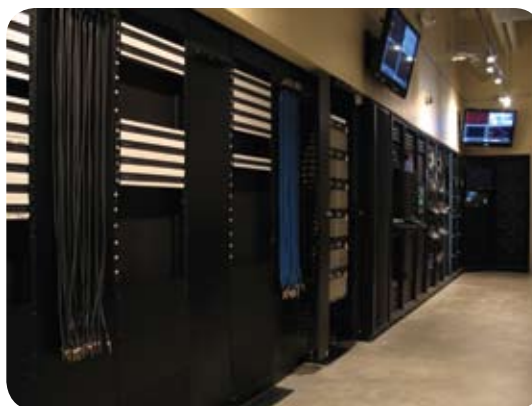
Tajkowski also wanted a plug-and-play solution that is based on connectors, rather than splicing. "I'm really promoting that throughout the entertainment industry," he says, "for quick implementation and execution." Rather than having to train installers on fusion splicing, he preferred to go with "a manufacturer with guidelines and test equipment to make sure that when we cut over the facility, we would have zero problems and 100-percent uptime. Connectors are a great form factor to work in—it's just one of the greatest products ever introduced."

2G and ADC completed the deployment of the fiber infrastructure at the 7,000-square-foot Burbank facility in late April 2009 and expect to complete the 12,000-square-foot facility in Culver City before year end.

## 2G Sets the Digital-Distribution Standard

As a result of deploying the ADC solution in both its facilities, 2G has staked out a leadership position in moving clients, distributors and competitors to a digital-distribution infrastructure. With ADC's fiber connectivity and cable-management solutions, 2G employees now have an infrastructure that accommodates their workflows, rather than workflows that have to accommodate a more-rigid copper and coaxial cable infrastructure. They also have a flexible infrastructure that readily supports external clients and internal adds, moves and changes and that scales easily and cost-efficiently as 2G grows. This flexibility also allows 2G's clients the ability to scale up projects they can't handle in-house by using 2G's infrastructure as an external resource for their own infrastructure without having to look for CAPEX dollars in order to get the project completed.

Tajkowski says that because the 2G system was so large, he wanted to pick one primary vendor. "ADC provided better cable-management for fiber optics—the fiber trays were something that I was very interested in," he says. "I also think ADC's bulk fiber-management products are better than all the others. The fiber-optic side of the product is well manufactured and provides an effective solution for 2G—and for the entertainment industry as a whole."



**2G Digital Post's Burbank Facility  
Equipment Room**

## Challenges and Solutions

**Challenge:** Post-production facilities in the entertainment industry, along with creators and distributors of content, need faster, more reliable and secure distribution infrastructure than that provided by physical formats and courier services

**Solution:** Deploy a fiber-based infrastructure and model it on the data centers in the telecommunications industry, including standards and best practices

**Challenge:** Make moves, adds and changes in network connectivity to support personnel and equipment moves, adds and changes necessitated by changing work volumes

**Solution:** Choose a connectorized cabling solution and use proven cable-management products and techniques to ensure maximum operational flexibility and network scalability

### **2G Digital Post**

280 East Magnolia Blvd.  
Burbank, CA 91502

(818) 863-8900  
[www.2gdigital.com](http://www.2gdigital.com)

## CASE STUDY



**Website: [www.adc.com](http://www.adc.com)**

From North America, Call Toll Free: 1-800-366-3891 • Outside of North America: +1-952-938-8080  
Fax: +1-952-917-3237 • For a listing of ADC's global sales office locations, please refer to our website.

ADC Telecommunications, Inc., P.O. Box 1101, Minneapolis, Minnesota USA 55440-1101  
Specifications published here are current as of the date of publication of this document. Because we are continuously improving our products, ADC reserves the right to change specifications without prior notice. At any time, you may verify product specifications by contacting our headquarters office in Minneapolis. ADC Telecommunications, Inc. views its patent portfolio as an important corporate asset and vigorously enforces its patents. Products or features contained herein may be covered by one or more U.S. or foreign patents. An Equal Opportunity Employer

**108227AE 11/09 Revision © 2009 ADC Telecommunications, Inc. All Rights Reserved**