



Solve media asset management challenges with Backlight on Google Cloud



Video is surging across industries creating growing challenges

Video isn't just for media companies anymore. Healthcare organizations use video to educate physicians and engage patients. Financial services firms create videos to share their expertise with their clients. And nonprofits leverage compelling video stories to drive their missions forward.

While 91% of businesses use video as a marketing tool today, they also face a common challenge: an inability to easily search, store, and share their ever-growing content libraries. The problems become even more acute when libraries are scattered across on-premises and hybrid cloud environments or owned by different departments.

Media asset management (MAM) platforms offer a remedy. These intuitive solutions centralize media storage, improve efficiency, and increase collaboration.

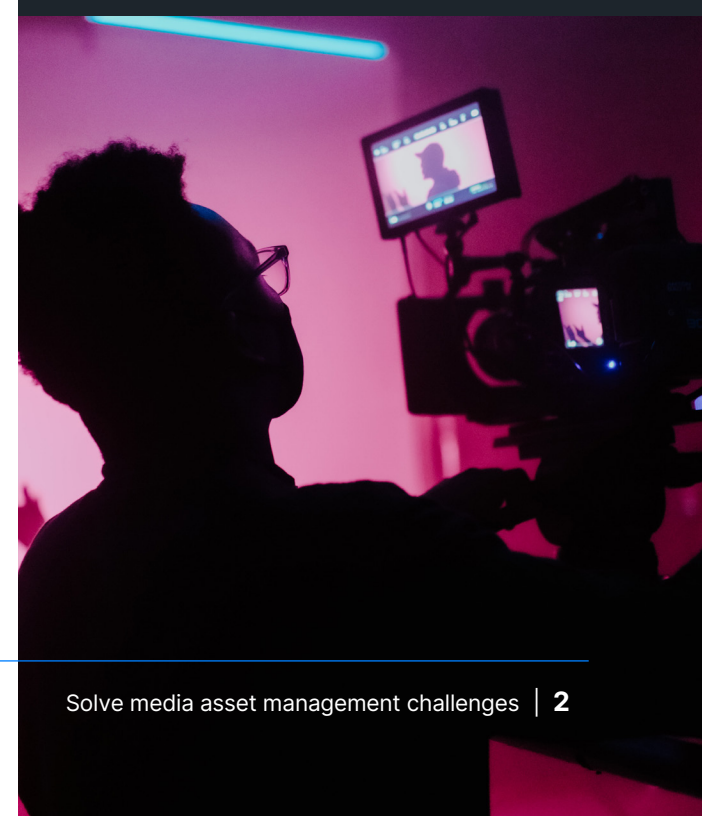
\$12.2 Billion

Estimated MAM market size by 2027

↑ 23.95%

Expected CAGR for the MAM market from 2023 - 2027

Source: Digital Journal



4 trends driving the need for MAM solutions



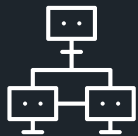
Data is migrating to the cloud and needs to be accessible. As the volume and variety of media assets grow, businesses are increasing their use of cloud storage. This requires robust solutions that can manage access control, version control, and workflow automation.



Data is growing rapidly and needs to be managed. Video files – and their related audio, images, and companion ads – contain large amounts of data that must be secured safely, compliantly, and cost-effectively, especially in highly regulated industries.



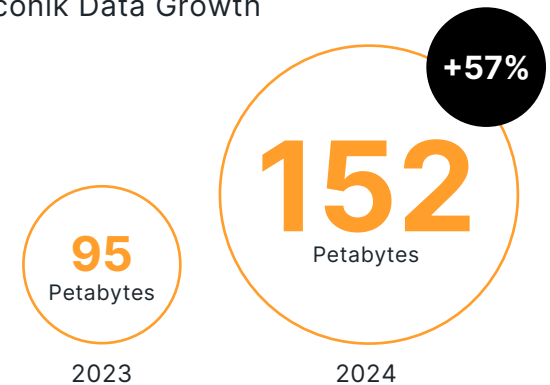
Video content is rising and dominating the digital world. With video comprising so many corporate use cases, organizations need centralized storage and detailed metadata capabilities to find assets efficiently.



More teams are working remotely. Team members need real-time access and collaboration tools to help them edit and create videos from wherever they are – in the office, on-site at a video shoot, or from home.



iconik Data Growth



Source: [Backlight's 2024 iconik Media Stats Report](#)

5 common roadblocks to effective MAM

- 1 On-premises storage**
When media assets languish in difficult-to-access formats, such as on a hard drive, it creates inefficiencies and delays.
- 2 Lack of centralized storage**
When disparate teams store video assets on different platforms and solutions, it creates duplication, slows down workflows, and hinders collaboration.
- 3 Physical storage limitations**
Video, image, and audio files are typically too large and cumbersome to store and manage. When one storage location is maxed out, companies must add new locations, which adds to the complexity.
- 4 Inability to search and discover files quickly**
A lack of metadata or other consistent identifiers for video files makes the search process tedious, if not impossible.
- 5 Poor version control**
Teams that can't easily identify which video file is most recent may make edits to an outdated version, causing delays, wasted efforts, and frustration.

65%

of iconik users leverage cloud storage

Source: Backlight's 2024 iconik Media Stats Report



Discover and share your media with iconik

iconik, an innovative, cloud-native SaaS MAM solution from Backlight, gathers and organizes media securely from any storage location. It also empowers internal teams with hassle-free media collaboration and powerful automation features.



Aggregate your storage locations into a single point of access for all media assets.



Increase searchability with keyword tagging, metadata categorization, and smart previews.



Use AI to add transcriptions and extremely detailed metadata, frame by frame, automatically.



Share files and collaborate with team members securely no matter where they're located.



Enjoy maximum flexibility and manage media on your terms with a “bring your own storage” model.



Break free from physical storage limitations and migrate to the cloud at your pace.



Connect to any workflow seamlessly with a powerful, well-documented API.

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Diverse Industries

use iconik, including nonprofits, financial services, healthcare, real estate, and energy

Source: Backlight's 2024 iconik Media Stats Report

iconik on Google Cloud: better together

By running iconik workflows on Google Cloud, companies can dramatically improve every stage of the content lifecycle. What's more, iconik is available for purchase on [Google Cloud Marketplace](#), giving organizations convenient access and simplifying the billing process. Benefits include:

- + Lightweight review and approval tools, including comments and annotations.
- + Google Cloud's powerful Video Intelligence and Vision APIs enrich media with metadata for even higher levels of searchability.
- + Global Cloud infrastructure engineered for speed, reliability, accessibility, and performance at scale.
- + An open cloud approach that gives you the flexibility and agility to create custom tools or integrate existing tools into your digital video infrastructure.



69%
data growth
(+3.7 PB more data)

on Google Cloud Storage with iconik

Source: [Backlight's 2024 iconik Media Stats Report](#)

Connect your videos with viewers using Zype on Google Cloud

Once you improve your MAM capabilities, Zype from Backlight can help you share your videos with multiple audiences. Zype's cloud-native, full-stack solution lets you manage and distribute enterprise-grade videos across the web, mobile, TV, and social media.

Import, curate, and manage your video library with best-in-class video CMS capabilities.

Monetize your video content through ads, subscriptions, or transaction paywalls.

Eliminate the need for separate CMS and CRM systems, thereby reducing your costs and complexity.

Empower teams with robust integrations, including social media, app stores, and virtual multichannel video program distributors (vMVPDs).

Leverage Google Cloud Media CDN to deliver content using the same infrastructure behind YouTube.

[Subscribe to Zype on Google Cloud Marketplace](#)



Why Backlight on Google Cloud?



Putting metadata and media in Google Cloud's network with Backlight makes it ready for customer-driven AI and machine learning workload projects.



Kubernetes-based architecture demonstrates mission-critical media workflows at scale.



Extends Google Cloud Storage capabilities for media workflows.



Connectivity on Google Cloud's network keeps transit costs at a minimum.



iconik and Zype add powerful discovery, search, and distribution capabilities to Google Cloud Storage.

Supercharge your video strategy

Media plays a critical role in the success of all industries today. Backlight on Google Cloud gives teams the tools they need to simplify MAM, distribute content, maximize productivity, and optimize workflows.

With a foundation of iconik and Zype on Google Cloud, businesses can build a powerful digital video strategy that captures attention, engages audiences, and drives results.

What does an ideal video infrastructure look like? Explore the technical, product, and business challenges of building and scaling your digital video strategy in this comprehensive guide.

[Get the Guide](#)

iconik Manages

328 **+41% YoY**
years of video

208 **+50% YoY**
years of audio

Source: Backlight's 2024 iconik Media Stats Report

