

# Case Study: T-Series

## About T-Series

T-Series (Super Cassettes Industries Private Limited) is an Indian record label and film studio founded by Gulshan Kumar on 11 July 1983. It dominates the Indian music market, holding roughly a 35 % share, and is best known for Hindi film soundtracks and pop releases. Today it runs one of the world's largest YouTube music networks, with hundreds of millions of subscribers.

## The Challenges

1. Fragmented archives: Media files were scattered across several on-premise servers and cloud buckets, making discovery and delivery cumbersome.
2. Complex integration: The existing in-house content management system needed to talk to an archival solution without disrupting daily workflows.
3. Compliance & reliability: T-Series required a solution that could meet Indian data-sovereignty rules, survive long procurement cycles, and guarantee restoration even if a vendor were acquired or discontinued.
4. Operational risk: Concerns about key-person dependency, 24×7 support availability, and the ability to justify the investment to the board added pressure.

## The Solutions

itSimple partnered with T-Series to deploy an Atempo-based solution called Miria, an on-premises archival system that can handle Petabytes of data with ease. Key elements of the implementation included:

1. Seamless integration with T-Series's infrastructure.
2. A dedicated single point of contact and 24×7 emergency support, addressing the "key-person risk" and ensuring rapid response during crises.
3. Compliance-first architecture, satisfying local regulatory demands and mitigating privacy concerns.

## Results

1. All audio-video assets are now accessible through one portal.
2. One-click restoration enables instant playback and global distribution, eliminating manual re-encoding steps.

3. Reduced storage-related operational costs and secured uptime during peak broadcast periods.

The partnership's transparent governance and continuous knowledge-transfer program have alleviated concerns about cultural mismatch, vendor lock-in, and future acquisitions, positioning itSimple as a strategic, resilient partner for T-Series's long-term media strategy.

*"Before archival, our content was scattered across formats, making delivery a huge task. itSimple's professional team delivered an Atempo solution that consolidated our entire stuff, you know, consolidated in a single system... and the support is available, 24x7."*

- Mr. Sachin Chauhan, AVP, IT & Commercials