



Store Unlimited Possibilities

Most of us know that object storage can provide media professionals with a scalable, secure, and cost-effective way to collaborate, particularly in cloud environments. Its flexibility and cloud-native design make it ideal for modern, distributed teams. However, the problem with most cloud object storage platforms is they are abstract and have limited features. Generally speaking, cloud object storage is built with the expectation that users will leverage it through other user interfaces and third-party applications.

In media and entertainment, this translates to major studios and enterprise-scale media companies having teams and tools to capitalize on the power of this technology but this is rarely true for small to mid-size creative teams who make up the future of the industry. Those teams are typically forced to use a mash-up of SaaS tools like Dropbox + Vimeo + WeTransfer and YouTube to stitch together a workflow that supports their creating and publishing of new content on a daily basis. This is wildly inefficient and studies suggest that the average creative in the space loses at least 20% of their time in the process. 1 day in 5 is lost to frustration.

Why Starchive?

Starchive has been working with the biggest icons in media and entertainment for a decade and has been advancing its software to meet the challenging demands of the most innovative and influential creators in the world. The journey has brought them clients including Bob Dylan, Leonard Cohen, Iconic Artists Group, Essence Magazine, The Property Brothers, and many more household names.

Starchive started working with Seagate just over a year ago to explore how a partnership with Seagate's groundbreaking Lyve Cloud and their Lyve Mobile units could unlock even bigger opportunities for media and entertainment teams of any size. It used to be that only the major studios had content at real scale but Starchive supports small teams today with over 4M photos and over 2 petabytes of media.

Why Now?

The media and entertainment landscape has changed radically in the past few years.

- AI has redefined what it takes to index, tag, and relate massive volumes of content with little human effort, effectively unlocking 90% of the content ever created that is still not available on the web today.
- The disintermediation of the production and publishing world means that any creator or creative team of any size can go directly to their audience with few limitations and negligible cost.
- The increase in fidelity or resolution with 4k and 8k film and the explosion of video across all channels means the scale of the data and challenges of moving such large files has never been more pressing.
- The opportunities for monetization have exploded with licensing platforms, subscription services, on-demand merchandising, and even blockchain-backed immersive experiences and products.

This is the future of entertainment and the closer we can get the content owner to their content and the means of

publishing and distribution, the more control they have over their life and their commercial success. The challenge for these small to midsize teams is the delta between the power of the tech and the knowledge and experience to take advantage of it all. Until now.

What's New?

Starchive is both a SaaS application and a PaaS service that can support creators and content houses from day one of their journey all the way to the Dylan's of the world. Starchive brings a totally new approach to digital/media asset management by leveraging Seagate's Lyve Cloud for powerful frontline storage with fixed pricing to become a media hub for their clients. Combining this with Lyve Mobile and Cloud import means Starchive can now support incredible real-time events, festivals and major productions with media delivered directly to the cloud.

Starchive can connect to any API accessible AI tool in the world, both for data enrichment, and for new content creation or derivatives. Today the front line product offers object detection and celebrity detection out of the box but 2025 is all about rolling out a connected AI marketplace so any Starchive user can take advantage of the tools and services they need directly from their storage without ever moving a file.

The same thing is true for the power to activate that content. Starchive can be a direct publishing engine through the SaaS application and more advanced integrations with the PaaS services. Today, Starchive generates an embed code for every single file in Starchive that can be used to power a website or social experience. Through their API, they are building integrations to all kinds of platforms to support consumer experiences and monetization opportunities like subscription content, ecommerce store fronts, and immersive 3d experiences. You can even build an entirely new user facing front end on top of your content and data powered by your curation via the Starchive app.

What are you waiting on?

Imagine what happens when your cloud storage becomes a revenue center rather than just an expense. The founders of Starchive are creators, and they built this technology to support the demands of the modern creative process in a digital world. The Starchive founder's know that no-one cares more about your content than you do. But they are a very close second and they have your back. They know that the connection between the content owner and their audience is a powerful driver of culture and commerce and Starchive is on a mission to maximize all that human potential.