Backblaze B2 Cloud Storage

Scale and Monetize Your Sports Media Workflows for Less

Enhance collaboration, speed up production, and manage media more efficiently with a flexible, cost-effective, and infinitely scalable storage solution.

Broadcasting without boundaries

Sports production continues to evolve. What used to happen in a control room or studio now happens in press boxes and on the move. Camera crews and content teams are capturing more footage than ever and dealing with faster turnaround expectations.

At the same time, archives are growing and so is the need to repurpose them, not simply for highlights and documentaries, but to feed AI tools, monetize older content, and keep fans engaged year-round. For media teams in pro sports, college athletics, and live broadcast, storage is a critical part of the production equation. It needs to be flexible, affordable, and always accessible.

Backblaze B2 Cloud Storage makes that possible with storage that integrates into existing workflows, scales with seasonal demand, and helps teams do more with their media.

Seamless archive migration with Universal Data Migration

For sports organizations sitting on years (or decades) of archived footage locked in aging LTO tapes or expensive legacy cloud platforms, Backblaze's Universal Data Migration service offers a fast, fully-managed path to modern cloud storage. This service handles the heavy lifting for:

- Pro teams consolidating game footage across seasons
- Collegiate athletics department moving off outdated hardware
- Production houses with multiple client archives

Backblaze's team works directly with your existing infrastructure or vendors to securely and efficiently migrate data into the B2 Cloud Storage platform without interrupting daily operations or blowing up your budget. Your media library becomes instantly accessible, searchable, and ready for integrating AI tools for tagging, editing, or monetization.

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> We went from frequent LTO crashes and long restore times to near-instant access for every stored clip."
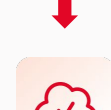>
> –*Stacy Kelleher, Director of Production, Philadelphia Eagles*

Backblaze B2 sports media workflow

Backblaze B2 offers a highly-performant, S3 compatible solution with simple management and granular control over every bucket, regardless of location.

Streamline across live production, editorial, post, and archive.

Easily integrate with asset management systems and editing tools.

Effectively develop workflows for on-prem and cloud, optimizing for speed, cost, and accessibility.

Key workflow benefits

Hybrid & REMI-ready workflows
No delays or hardware handoffs. Ingest on location, store in the cloud, and edit remotely. Seamless with tools like LucidLink, Frame.io, and Iconik, plus support for NAS, SAN, and other MAM/DAM systems.

Instant scalability for live coverage
Spin up storage as needed for playoff surges, tournaments, or multi-game weekends, eliminating overprovisioning or planning cycles.

AI-integrated archives & monetization potential
Build smart archives by connecting Backblaze B2 with AI partners like Twelve Labs and axle.ai. Enrich content with metadata, facial recognition, and searchable transcripts for licensing and fan engagement.

Faster turnaround from anywhere
Start editing the moment content hits the cloud. No waiting on drives means faster highlights, VOD, and social clips delivered across digital, in-venue, and broadcast networks.

Transparent costs, proven total cost of ownership (TCO) advantage
Backblaze B2 offers predictable pricing and a lower total cost of ownership. With 3x free egress per monthly storage volume and no surprise fees, it's easy to budget and scale confidently.

Durable, compliant cloud storage
Redundant architecture, lifecycle rules, and SOC 2 Type 2 compliance ensure secure, long-term access. Object Lock adds tamper-proof protection for compliance workflows.

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Getting our sponsored, highest-performing content out quickly drives more views and boosts revenue, so efficiency on game day is critical. Our newly streamlined workflows ensure our editors can deliver while the content is still relevant and engaging."

–Stacy Kelleher, Director of Production, Philadelphia Eagles

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A lot of teams don't have that kind of fast turnaround because they're still handling drives and catching flights. We have everything we need the moment the game is done. Monday, our editors are up creating content. Speed and power are great on the field, but also great for me.
–Media Asset Manager, Professional American football team

Connect with our Media & Entertainment team to explore how Backblaze B2 can simplify storage, speed up production, and help you do more with your content.

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