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Isilon IQ Case Study

Myspace

A breakthrough in social networking.



Applications

Primary clustered storage for all media content—including audio, video and media streaming—for world’s most popular social networking and lifestyle website.

Challenge

MySpace has experienced astounding growth, both in users and in media content, since its inception and quickly maxed out its legacy SATA arrays. Due to the viral, organic nature of the MySpace community, its storage growth is extremely rapid, leading to the need for an incredibly scalable storage system. In addition, MySpace operates a variety of IT operations outside of media content including: email, instant messaging and blogging, among others, so it required a storage system that was not only highly scalable, but also very easy to manage and administer.

Isilon IQ Benefits

MySpace evaluated Isilon IQ clustered storage along with numerous traditional storage systems and selected Isilon IQ for its:

- Significant capital and operational cost savings
- Linear scalability of performance and capacity
- Ability to scale without downtime in less than 60 seconds
- Superior performance for streaming media applications
- Unparalleled performance

Myspace Deploys Isilon Systems Clustered Storage to Support Astounding User Growth and Media Consumption

MySpace, a wholly owned subsidiary of News Corp. (NYSE: NWS, NWSA), is the premier lifestyle portal on the Internet, allowing its users to connect with each other based on shared interests, group memberships, geography, and through friendships. In less than three years, MySpace has grown to become the third ranked website in terms of page views, ahead of such popular sites like Google, AOL and eBay, according to comScore Media Metrix (behind Yahoo! and MSN). With more than 100 million users and 660,000 bands and artists who call the site home, MySpace’s powerful viral capabilities draw up to 250,000 new users each day to listen to music, share photos and songs, instant message, blog and connect with new people.

To keep pace with and further fuel its staggering growth, MySpace required a highly scalable storage system that was purpose built for unstructured data such as audio, video and images. With its user base, which includes small bands and huge acts such as Madonna and Coldplay, counting on the website to connect them with audiences, MySpace needed a storage solution that was highly reliable and could easily scale to meet its more than 11 billion monthly page views.

Described by its co-founder, Tom Anderson, as the ultimate social hub: part Friendster, part Blogger, part MP3.com and part Craigslist, MySpace has rapidly grown to be the world’s largest and most popular lifestyle portal. By seamlessly weaving events, music and video content with social networking, MySpace enables friends, and friends of friends, to quickly discover common interests. For bands and advertisers alike, this presents a powerful way to rapidly generate an audience and to reach people not plugged into traditional media. To accomplish this feat, and keep the site evolving to its users’ preferences, MySpace allows its users to easily add new rich media to any page which is stored on an Isilon IQ cluster.

Third Ranked Web Domain* with More Than 11 Billion Page Views a Month Uses Isilon IQ as Primary Storage Platform for Its Core Offering of Media Hosting and Delivery

Prior to adopting Isilon IQ, MySpace supported the viral growth of its media files with a variety of disparate SATA arrays incapable of significant expansion. As its user base exploded, MySpace found that resource and manpower requirements increased exponentially as it attempted to keep its traditional storage systems balanced and operational. To unify its storage, MySpace deployed an initial 20 Terabyte cluster of Isilon IQ 1920i. Powered by Isilon’s revolutionary OneFS® operating systems software, MySpace’s Isilon cluster can scale linearly to more than 250 Terabytes in a single file system and over 6 Gigabytes/second of throughput.

“Our streaming and storage needs are tripling every year and this presented a challenge for our traditional storage systems. Isilon IQ is a critical part of our infrastructure – the performance, scalability and cost savings we realize with Isilon IQ will help fuel the next wave of our growth.”

— Aber Whitcomb, Chief Technical Officer, MySpace

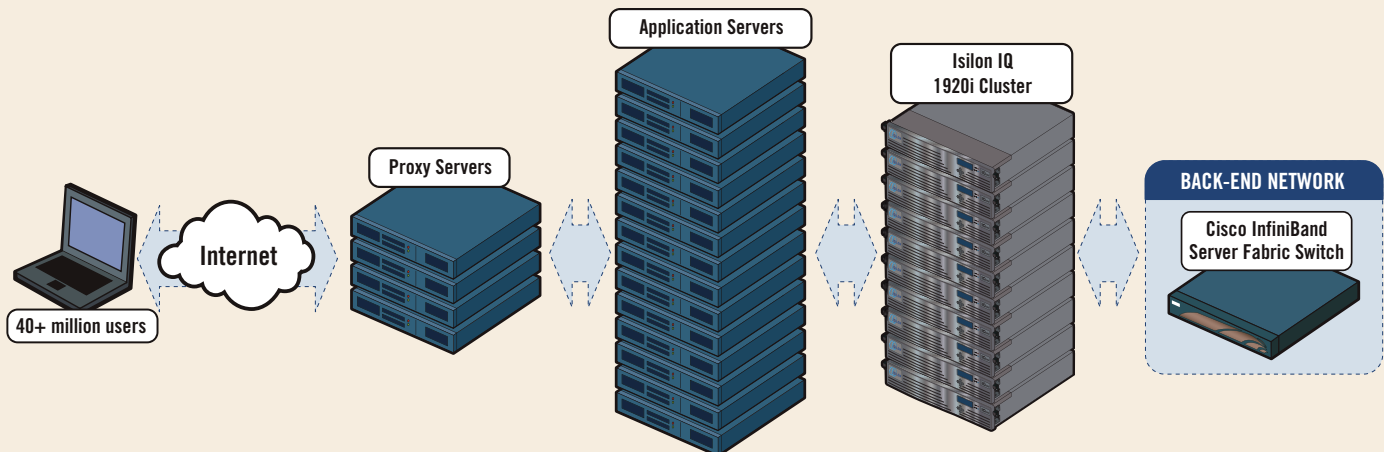
*Among the top 2000 domains in terms of page views in October 2005 according to comScore Media Metrix. For more information on comScore Networks, please go to <http://www.comscore.com>.

The Bottom Line: Growth, Growth and More Growth

MySpace has rapidly grown to be one of the busiest sites on the internet. Isilon IQ's modular clustered storage solutions support MySpace's huge volume of traffic, and allow it to easily respond to increased user uploads and media streaming. With 24x7 operations serving users across the globe, MySpace needs to modularly add capacity and performance with simple plug-and-play installation. With Isilon IQ's unique pay-as-you-grow architecture, MySpace is able to scale its storage to stay ahead of its accelerating growth, allowing MySpace to focus on diversifying its services and advancing its business.

"Many of our new media files are user-uploaded and we depend on Isilon IQ to store them. Isilon IQ takes the headache out of storage and allows our IT and engineering teams to concentrate on adding new features to our service."

— Aber Whitcomb, Chief Technical Officer, MySpace



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