

Case Study

White Horse Pictures

White Horse Pictures, an independent production company specializing in music documentaries, undertook a Bee Gees retrospective film. Historic video footage of the Gibbs brothers from their debut as a band in 1958 through to the present day needed to be compiled. In many cases, the archival footage was captured on obsolete media formats that required highly skilled transfer on antique equipment.

The Iron Mountain Media & Archive Services team digitized and transferred historic Bee Gees video from the early 70's through the mid 80's, including interviews, home movies and various TV performances, as well as a film format concert.

Overall, the team transferred 200 video tapes in various obsolete formats, 40 audio cassettes, and 23 film transfers of Regular 8 and Super 8 format.

The documentary "The Bee Gees: How Can You Mend A Broken Heart" debuted on HBO on Saturday December 12, 2020. The film was called gratifying, heartfelt and enthralling by Variety.

Iron Mountain Media & Archive Services regularly supports documentary filmmakers with restoration and digital transfers of legacy content. Our unique blend of highly skilled archivists and equipment ensures that that Iron Mountain Media & Archive Services can transfer content from almost any historic media format ever used.

"I've worked with other [archive] houses, and they're all great. but Iron Mountain probably has the most capabilities. If you've got something weird, you take it to them."

– Aly Parker

Supervising Producer, "The Bee Gees: How Can You Mend A Broken Heart"



Industry

- Film and Documentary Production

Challenge

Digitizing decades of the Bee Gees' footage from outdated formats for a documentary.

Solution

Digitized 200 video tapes, 40 audio cassettes, and 23 film reels, preserving the band's legacy in accessible formats.

Value

- Enabled "The Bee Gees: How Can You Mend A Broken Heart" documentary.
- Preserved music history for future generations.
- Demonstrated capability to process diverse media formats.



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About Iron Mountain Media & Archive Services

Iron Mountain Media and Archive Services, founded in 1988 is the media and entertainment division of Iron Mountain Incorporated® and the go-to physical and digital media archiving service for the media and entertainment industries. They partner with clients ranging from the broadcast, film, music and sports sectors to brand archives and individual artists' collections and estates, to protect and activate media archives to preserve our collective cultural heritage. A global leader in media preservation, restoration and archive management, they offer industry-leading archive, storage, chain-of-custody processes and physical and digital content preservation solutions to ensure the complete protection of some of the world's most treasured and iconic assets. Visit <https://www.ironmountain.com/industries/entertainment> for more information.

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