Cinedigm

Powering global distribution for leading aggregator of independent digital content

Overview

The need
Receive content from independent film producers and deliver content to partner distributors quickly and reliably.

The solution
IBM® Aspera® Connect Server moves large media files, including full-length feature films, at maximum speed between Cinedigm and partners, and IBM® Aspera® Point-to-Point Client enables internal collaboration.

The benefit
Cinedigm can now send or receive 40-90 GB of content in under two hours versus over a day with physical shipments. Aspera provides ease-of-use to administrators and users who have varying levels of technology proficiency.

Cinedigm is a full service digital entertainment distribution company and the largest worldwide aggregator of independent digital content. Cinedigm delivers award-winning content for a variety of distribution platforms, including digital, cable video on-demand, Blu-ray, DVD, and theatrical release, and reaches a global audience through its partnerships with Netflix, iTunes, Hulu, Amazon, and many others.

Cinedigm relies on Aspera's patented FASP® technology for digital content deliveries to all of its partner distribution platforms, as well as to pull in content from independent film producers and studios.

Moving large digital media files faster to speed up distribution

As Cinedigm's business continues to grow, the company is faced with the dilemma of how to retrieve more content from production companies and disseminate more content, and faster, to their distribution partners located across the country and even internationally. Presented with full-length HD films, often uncompressed or in ProRes or other high-res versions, Cinedigm needed a transfer solution that could accommodate very large file sizes while maintaining speed, efficiency and security.

Along with receiving content from producers and delivering to distribution partners, Cinedigm also needed a faster transfer mechanism for their internal business needs.

"We can deliver content faster and more efficiently using Aspera. It would be hard to manage without it," says Ben Rothman, Senior Manager, Digital Distribution Cinedigm Digital Cinema Corp.

Solution components

Software
- IBM® Aspera® Connect Server
- IBM® Aspera® Desktop Client
- IBM® Aspera® Sync
- IBM® Aspera® Point-to-Point Client
- IBM® Aspera® Connect Browser Plug-in

Files needed to be quickly delivered to storage facilities located in Dallas and Chicago as well as content sent from New York to their sister office in Los Angeles for sharing and collaboration.

Shipping media content on hard drives back and forth across the country and internationally was too costly and time-consuming, while FTP presented challenges with speed, bandwidth consumption and reliability. Cinedigm sought a faster, more dependable solution to shorten the end-to-end delivery workflow.

A fast, highly scalable solution with a strong industry presence

After evaluating their options, Cinedigm selected a software suite from Aspera to fulfill their transfer requirements, citing Aspera's prevalence within the media and entertainment industry as well as the technology's ability to scale alongside the growth of the business as key influencers in their decision.

Because Aspera is used or affiliated with the back-end delivery system of nearly every company that Cinedigm works with, adopting Aspera opened the door to an existing ecosystem of Aspera-based workflows, making transfers between partners and clients easier than ever.

Cinedigm adopted the Aspera Connect Server to enable content partners to deliver files directly to Cinedigm. Once content is received, it goes through a series of steps including processing, transcoding and ingest, and subsequently Cinedigm uploads the files to "workflow watch folders" where the Aspera Connect Server picks them up for high-speed delivery to distribution channels. Partner distributors such as Netflix and Hulu can use their own Aspera clients or the auto-installed IBM® Aspera® Connect Browser Plug-in available at no charge to download content.

Internally, Cinedigm selected Aspera Point-to-Point to transfer feature-length films directly to their Tier 3 mirror SAN storage facilities and to their sister office, enabling collaboration between cross-country team members.

Faster, more reliable transfers that shorten end-to-end workflows

With Aspera, Cinedigm does not have to worry about whether their content is going to land in the hands of their distribution partners in a consistent and timely manner; FASP transfers are fast and reliable without requiring a lot of user effort on either end, so Cinedigm administrators and users with varying levels of technology proficiency can initiate transfers with ease.

"Aspera is the most trusted partner for companies we deliver content to."

— Ben Rothman, Senior Manager, Digital Distribution Cinedigm Digital Cinema Corp.

"Aspera is the most trusted partner for companies we deliver content to," said Ben Rothman, Senior Manager, Digital Distribution at Cinedigm Digital Cinema Corp. "Everyone in the industry uses Aspera."

Today, Cinedigm delivers media files ranging from 40 to 90 GB in just a few hours or less, a stark improvement over shipping times, which take a minimum of 24 hours.

Aspera provides a seamless user experience while offering comprehensive monitoring and control for Cinedigm administrators, who can set transfer priorities and define bandwidth allocation, monitor all incoming and outgoing transfers in near real-time, and provide access to unlimited users with defined access rights and transfer settings for each.

"It's an easy and elegant solution," added Rothman. "We can deliver content faster and more efficiently using Aspera. It would be hard to manage without it."

Other notable benefits include the following:

- **Maximum speed:** Aspera's patented FASP technology provides maximum speed transfers throughout the delivery chain, from content producers to Cinedigm and out to distribution partners, regardless of file size, transfer distance, or network conditions.
- **Unlimited scalability:** As Cinedigm continues to grow and build out their business, Aspera will scale to accommodate growing file sizes and greater throughput, with the ability to support thousands of concurrent transfers per server host.
- **Aspera ecosystem:** With an expansive network of businesses already using Aspera within the media and entertainment industry, Cinedigm can leverage its partners' existing Aspera workflows while benefitting from partners' trust in the Aspera user network**.**

About Cinedigm

Cinedigm is a leading entertainment distributor and the largest aggregator of independent digital content worldwide. Headquartered in New York City, with an international presence in 45 territories, the company delivers feature films, TV programs and web originals via digital download, streaming, video-on-demand, Blu-ray, DVD, and theatrical release.

About Aspera, an IBM Company

Aspera, an IBM company, is the creator of next-generation transport technologies that move the world's data at maximum speed regardless of file size, transfer distance and network conditions. Based on its patented, Emmy® award-winning FASP® protocol, Aspera software fully utilizes existing infrastructures to deliver the fastest, most predictable file-transfer experience. Aspera's core technology delivers unprecedented control over bandwidth, complete security and uncompromising reliability. Organizations across a variety of industries on six continents rely on Aspera software for the business-critical transport of their digital assets.

For more information

For more information on IBM Aspera solutions, please visit
ibm.com/cloud-computing/products/high-speed-data-transfer/
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