WDR mediagroup

Powering complex digital media workflows

Overview

The need
Required efficient management of complex workflows to process content from multiple file formats and often very large file sizes

The solution
WDRmg selected IBM® Aspera® Orchestrator to streamline workflows and achieve efficient, predictable file processing and delivery

The benefits
WDRmg can process and upload approximately 80 percent more video content to streaming platforms

WDRmg reaches a wider audience by expanding its capacity to supply content to 15 leading video-on-demand platforms

WDR mediagroup (WDRmg) is a Germany-based enterprise that offers media services, including program marketing and advertising for radio, tv, and online, in addition to providing digitization, digital archiving, and other technical services.

WDRmg has deployed a complete suite of high-speed transfer and automation solutions from Aspera to streamline complex workflows of large and wildly diverse volumes of digital media assets. By speeding its workflow and scaling its capacity, WDRmg can now process and upload more video content than ever to video streaming platforms around the world.

Improving the speed and efficiency of processing content in many file formats

As consumers continue to stream media at a record pace, content distributors are looking to media service providers like WDRmg to help them capture revenue from old and new content by preparing it for streaming services.

WDRmg, one of the largest integrated media service providers in Germany, needed an efficient way to manage its complex workflows for processing content from multiple file formats for content digitizing, archiving and delivery, as well as marketing and advertising services. Serving as the media arm for German public broadcasting institution WDR, WDRmg also digitizes historical programming – often originating in outdated formats – from WDR's 40-plus year broadcasting history to prepare it for streaming services.

"Thanks to the Aspera solution, we are able to seamlessly supply content to video-on-demand platforms worldwide", says Markus Kreisel, Managing Director, WDRmg digital.

Solution components

Software
- IBM® Aspera® Orchestrator
- IBM® Aspera® *faspex*™
- IBM® Aspera® Console

"With Aspera, we can now manage and control all processes centrally and automatically, resulting in much greater efficiencies. Files are now picked up from the archive and automatically transcoded into the requested format without delay."

– Markus Kreisel, Managing Director, WDRmg digital

WDRmg sought a high-performance transfer and automation solution that could swiftly manage high-volume processing workflows while maintaining a high level of security, reliability, and ease of use.

A solution to streamline and automate workflows from end to end

WDRmg selected Aspera's web-based automation platform, Aspera Orchestrator, to streamline complex workflows and help ensure accuracy of each processing step throughout the pipeline.

By placing Aspera Orchestrator at the center of its workflow management system, WDRmg was able to integrate an array of existing subsystems with highly efficient, predictable file processing and delivery pipelines to give it complete control and transparency of the process.

WDRmg ingests material from customers quickly and securely via high-speed Aspera transfer, completes processing and transcoding into required formats and distributes the resulting content to a variety of online streaming services.

As part of this integrated end-to-end workflow, completed projects are automatically archived by IBM Archive and Essence Manager (AREMA), a multi-format media management and archive application. The addition of Aspera *faspex* provides WDRmg users with an intuitive, high-performance solution to collaborate, share and deliver large files company wide. Additionally, Aspera Console offers full transparency and accountability along the entire process chain with real-time notification, logging and reporting capabilities.

Supplying more high-quality content to reach a much wider audience

WDRmg can now process and upload approximately 80 percent more video content to video streaming platforms for its customers.

These performance and efficiency improvements enable WDRmg to significantly expand its capacity to supply high-quality content to 15 leading video-on-demand platforms, which exposes the content to a much wider audience.

"With Aspera, we can now manage and control all processes centrally and automatically, resulting in much greater efficiencies," said Markus Kreisel, Managing Director at WDRmg digital. "Files are now picked up from the archive and automatically transcoded into the requested format without delay. Thanks to the Aspera solution, we are able to seamlessly supply content to video-on-demand platforms worldwide."

Aspera's powerful and flexible FASP® technology helps deliver high resolution media files securely to partners worldwide at maximum speed, regardless of file size, transfer distance or network conditions.

Other notable benefits include the following:
Fast transfers: With Aspera, WDRmg receives, processes, and distributes large media files around the world at maximum speed, regardless of file size, transfer distance or network conditions.

Reliablity: Automatic resume for partial transfers and retry for failed transfers help ensure media files are delivered dependably.

Scalability: Orchestrator scales fluidly and reliably to accommodate fluctuations in demand.

Strong security: Aspera's enterprise-grade security features built-in, SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting valuable media assets throughout the transfer process.

About WDR mediagroup

WDR mediagroup (WDRmg) is the commercial subsidiary of the West German Broadcasting Corporation (WDR) in Cologne. As an innovative service provider for media content, it offers 360-degree marketing and sales of high-quality WDR programmes and supplies of other partners via all distribution channels and platforms. In addition to its core business, which is the marketing of advertising time, its versatile service portfolio covers the entire digital value-added chain: WDRmg digitalizes and archives media content, sets up an infrastructure for their further commercial exploitation and is finally responsible for marketing and sales.

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/ and follow us on Twitter @asperasoft.

IBM

aspera

an IBM® company