



Afrostream

High-speed transfer of local and international African and African American content to and from IBM Cloud

Overview

The need

Afrostream needed to efficiently and reliably transfer African and African American content from major film studios and content producers around the globe to the IBM SoftLayer® data center in San Jose

The solution

Aspera Server on Demand for IBM SoftLayer provides fast, secure and reliable media transfers to and from SoftLayer object storage

The benefits

Afrostream achieved significant acceleration and optimization of entire transfer process to and from IBM's cloud storage, reduced content turnaround time from 3 days to under 12 hours, and increased ingest volume that now reaches 1,000 hours of aggregated content per month

Afrostream is a subscription-based Video on Demand (VOD) platform that provides millions of fans with local and international African and African American movies and TV series. With offices in the US and France, Afrostream hosts an extensive content library that is currently available to viewers in France, Belgium, Switzerland and the Sub-Saharan regions of Senegal and Ivory Coast; additionally, the company has secured rights for many other African countries to bolster its growth in the African VOD space.

Afrostream uses IBM® Aspera® Server on Demand to speed content delivery to its VOD platform. The solution unlocks the benefits of the IBM SoftLayer cloud platform, streamlining Afrostream's data-intensive workflow beginning with media uploads from studios and content providers through final distribution of African movies and TV shows for streaming by fans across the world.

Growing demand to quickly move digital content globally

To gather quality entertainment for its customer base, Afrostream signed content deals with major studios and independent American, African and British distributors that need to upload terabytes of digital content over the WAN to the company's data center every day. However, Afrostream faced a logistical challenge. While the company's

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Solution components

Software

- IBM® Aspera® Server on Demand for IBM SoftLayer
 - IBM® Aspera® Desktop Client
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– Ludovic Bostral, Co-founder & CTO,
Afrostream

main office is located in California, the technical team is in Nantes, France, its IBM SoftLayer storage server is housed in IBM’s data center in San Jose, California, and Afrostream’s content providers and viewers are globally dispersed. Afrostream needed to ensure content could be reliably and efficiently moved across continents. This process was further complicated by the large volume and size of files that needed to be transferred, with digital files typically varying between 10 gigabytes to 1 terabyte each.

Traditional transfer methods such as FTP were too slow and unreliable due to technical limitations, resulting in poor performance and susceptibility to network interruptions and latency over the WAN. To offer a consistent, high-quality experience to their growing user base, Afrostream opted for a more efficient solution to improve the speed of ingest and delivery.

An integrated, high-speed cloud transfer solution to streamline workflows

After considering several options, Afrostream selected Aspera’s high-speed file transfer solution that is enabled for cloud infrastructure. Aspera’s industry recognition and Afrostream’s successful previous experiences with the technology were key factors in their decision. Afrostream easily deployed Aspera Server on Demand, which is tightly integrated with their existing IBM SoftLayer infrastructure for fast and reliable processing and distribution of content. With Aspera’s patented FASP® transport protocol natively integrated into SoftLayer, the Aspera solution enables high-speed transfers directly to SoftLayer’s object storage and interfaces with several other workflows to streamline the entire process from ingest to decoding and transcoding for play-out on multiple end-user devices.

Aspera Server on Demand is easy to use and enables their business partners to effortlessly submit content to Afrostream’s server. Afrostream simply creates an account and provides login credentials to each content provider, and they can immediately begin transferring assets directly to Afrostream’s IBM SoftLayer cloud storage. Once files are transferred to the Afrostream server, they undergo a comprehensive process including quality verification, encoding and transcoding into different formats, and final distribution to viewers on any device, including tablets, smart phones or laptops. Afrostream’s operations team receives notifications as soon as new files are uploaded.

Drive growth by delivering more content to viewers faster

Currently, all new content is uploaded to SoftLayer cloud storage using Aspera's transfer technology. Files are quickly and securely delivered without any delay, streamlining the entire digital workflow.

Today's consumers expect access to new content on a daily basis. By implementing Aspera Server on Demand, Afrostream has increased the volume of aggregated content to 1,000 hours per month. The solution has reduced content turnaround times from three days to less than 12 hours, so the latest TV shows and movies can be made available more quickly and reliably on the Afrostream platform for viewers to consume from their preferred devices.

"Using Aspera as the preferred means to ingest high-resolution content has significantly accelerated our internal workflow, enabling us to provide content to viewers faster than ever before and to further expand and drive growth in this niche market," said Ludovic Bostral, Co-founder and CTO at Afrostream.

Other notable benefits include the following:

Fast transfers: With Aspera, content providers upload their large media files to Afrostream's cloud platform at maximum speed, regardless of file size, transfer distance or network conditions.

Reliability: The Aspera solution provides reliable transfers between distant locations, even in areas with poor connections and high latency over the WAN.

Ease of use: Aspera's intuitive user interface is simple to operate, even for non-technical staff.

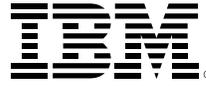
Strong security: Aspera's enterprise-grade security plan features built-in SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting valuable media assets throughout the transfer process.

About 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. Part of IBM Cloud, Aspera software is powered by the Emmy® award-winning FASP® protocol to deliver the fastest, most predictable file-transfer, share and sync experience across on-premises, cloud, and hybrid infrastructure. 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 www.ibm.com/cloud-computing/products/high-speed-data-transfer/ and follow us on Twitter [@asperasoft](https://twitter.com/asperasoft).



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