SES Platform Services

Fast and reliable transfers for playout services and delivery to VOD platforms worldwide

Overview

The need
SES Platform Services needed a fast, reliable transfer mechanism to speed up video deliveries to VOD platforms worldwide and provide ease-of-use and efficiency for customer uploads to their media management platform

The solution
IBM® Aspera® Connect Server to speed ingest and delivery of large video files, as well as IBM® Aspera® Orchestrator to automate the file transfer workflow

The benefits
Using Aspera, SES Platform Services now receives three terabytes of data composed of up to several hundred files from customers each day and distributes an additional 100 files to VOD platforms

Aspera Orchestrator fully automates the workflow and integrates tightly with SES' complex environment

SES Platform Services – a subsidiary of world-leading satellite operator SES – operates one of Europe's most modern broadcasting centers and provides a comprehensive range of services that include content management, archiving, preparation for playout and file delivery.

To help meet increasing demand for fast and reliable playout services to broadcast networks and to speed the delivery of content to Video On Demand (VOD) platforms worldwide, SES Platform Services selected Aspera's patented FASP® high-speed transfer technology. Aspera enables high-performance uploads of digital content to the SES facility and faster, more efficient deliveries to VOD platforms located around the world.

Building a fast, reliable, and flexible file-based transfer solution
In the past, SES Platform Services relied on the physical shipment of tapes to receive files from content providers and other clients. As the broadcast industry widely began to adopt file-based workflows, SES was confronted with a request for a file-based transfer mechanism to speed content ingest and reduce delivery times to VOD platforms worldwide, more than File Transfer Protocol (FTP) file delivery could offer.

The playout services are particularly time-critical, as consumers await the latest episodes of their favorite shows. Faced with quick deadlines and driven to stay competitive, SES Platform Services required the transfer solution to be fast and also reliable because missing or defective files are unacceptable in this business.

"Not only does Aspera make life easy for our customers, but it also simplifies the process for us because now we have a single entry point for files entering our facility", says Sandra Buerger, Senior Manager, Content Management Engineering, SES Platform Services.

Solution components

Software
- IBM® Aspera® Orchestrator
- IBM® Aspera® Connect Server
- IBM® Aspera® Desktop Client
- IBM® Aspera® Developer Network
- IBM® Aspera® Connect browser plug-in

As a service provider, SES Platform Services has to tailor the delivery workflow to suit the needs of different customers and their content providers. Thus they were looking for an advanced solution that would enable tight integration into their existing master system and offer the flexibility to accommodate different workflow steps and diverse client requirements.

Robust solutions for high-speed file transport and end-to-end workflow automation

To address all of their transfer requirements, SES Platform Services relies on a suite of products from Aspera including Aspera Connect Server, Aspera Desktop Client and Orchestrator.

Aspera Connect Server has been implemented in the SES web platform and browser UI, making it easy for SES' customers to send in their media files using the free downloadable IBM Connect Browser Plug-in at no charge or their own Aspera Desktop Client. Once customers' video files are ingested into the MAM, SES provides a variety of services including archiving, file processing, transcoding with metadata, and other content preparations before playout or video and meta data delivery.

Customers have access to the digital archive, where they can use the MAM functionality to browse content, edit meta data and perform rough-cut as well as frame accurate editing.

As SES has expanded their workflow, the decision to select Aspera Orchestrator for end-to-end workflow automation was an easy one based on their successful use of Aspera Connect Server for basic file transfers over the past several years.

Aspera Orchestrator complements their existing in-house workflow engine with automated file delivery into SES' facilities, enabling SES to combine all internal and external file transfers in one application that is tightly integrated within SES' diverse environment with evolving requirements.

Delivering faster, simpler and more secure processes for file ingest and distribution

Using Aspera, SES is able to receive several hundred files, amounting to three terabytes of data, each day from their customers. Additionally, Aspera completes approximately 100 outgoing file transfers to VOD platforms in the US, Germany and around the world.

Aspera's intuitive interface is easy to use even for non-technical users, simplifying the media upload process for SES Platform Services' valued customers. As an added bonus, many of SES' partners and clients also use Aspera, making the process of exchanging video files even easier.

"We are very satisfied with the Aspera solution. Not only does it make life easy for our customers, who simply upload content via fast, secure Aspera transfers to our facility, but it also simplifies the process for us because now we have a single entry point for files entering our facility, making it easier to implement security measures for incoming deliveries," said Sandra Buerger, Senior Manager, Content Management Engineering at SES Platform Services.

As a core part of their IT infrastructure, Aspera has remained a crucial and reliable system for managing complex workflows, receiving content from customers and delivering files to VOD platforms at maximum speed. And because Aspera has been widely adopted by media companies around the world, it has become easier for SES to onboard new partners who also use Aspera.
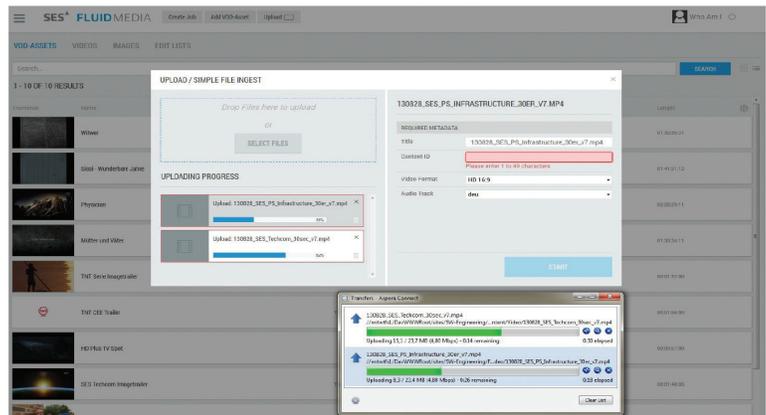
Figure 1: Upload dialogue box during a simple file ingest via the SES user interface

Notable benefits include the following:
Fast transfers: With Aspera, SES Platform Services uploads and delivers huge media files at maximum speed, regardless of file size, transfer distance, or network conditions.

Aspera ecosystem: By selecting Aspera, SES Platform Services joins an ecosystem of content providers, VOD platforms, and other media partners that are already using Aspera, making it easier to exchange files with them.

Workflow automation: Aspera Orchestrator offers an easy-to-use interface for defining and monitoring complex workflows.

Strong security: Aspera's enterprise-grade security features Secure SHell (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 SES Platform Services

SES Platform Services brings linear and non-linear audiovisual content of the highest quality to wherever viewers want it – on any device, in all formats and via all distribution channels. With its comprehensive services portfolio, SES Platform Services helps television broadcasters, production companies and platform operators realize their business models. All services are systematically adapted to the digital value chain of the customer. As one of the leading technical media service providers in Europe, SES Platform Services broadcasts more than 300 channels via satellite, cable or Internet, as well as thousands of hours of video content, delivered monthly to video-on-demand platforms.

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.

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