



Business challenge

BASE Media Cloud was tasked with developing a file storage and distribution service for a sports broadcast distribution company. The platform had to meet data security, resiliency and redundancy requirements.

Transformation

BASE Media Cloud sought to develop an easy-to-use, cost-effective file storage and distribution service for a sports broadcast distribution company. Using IBM® Cloud®, IBM Aspera® and IBM Cloud Object Storage technologies, the company powers a global media distribution portal and a centralized storage hub.

Results

Centralizes processes

with a single storage hub for all production suppliers to submit content, as well as an outbound distribution portal

Increases efficiency

with seamless web-browser access for performing global content delivery, which would have previously taken days to complete

Avoids costs

by removing the need for physical copies of data and the need for shipping hard drives around the world

BASE Media Cloud

A new data repository to speed broadcast content delivery

Founded in 2015, [BASE Media Cloud](#) is an innovative managed cloud services company that provides integrated cloud storage and multicloud Software-as-a-Service (SaaS) solutions to a wide range of high-profile media brands, including Associated Media Publishing, COPA90, Formula E, ITV and Objective Media Group.

The company is at the forefront of cloud and SaaS services for the media industry, sharing and delivering hundreds of terabytes of content per year with thousands of users. Its ready-made solutions include infrastructure services such as cloud storage, backup, file transfer and transcoding, as well as purpose-built workflows for media asset management, remote post-production and video streaming. BASE Media Cloud helps clients reduce costs and improve workflow efficiencies while removing the challenges of managing complex in-house infrastructure.

“LCTV is proud to be working with Base Media Cloud and IBM and has worked with the team to create a single file type for all our programming, delivering hundreds of hours of content each year to something like 100 TV networks around the world.”

—Laura Cotterill, Founder and Managing Director, LCTV

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Global content distribution

BASE Media Cloud was approached by sports broadcast distribution company LCTV to provide an easy-to-use, web-based file storage and distribution service at a low cost and with minimal technical expertise and maintenance support requirements. LCTV had been working with a number of different traditional media facilities in the UK and the US. In each case, a variety of content delivery methods were used, including digital tape and file-based masters. However, the work was primarily manual, with minimal automation, and it was costly and time consuming. Furthermore, as a result of engaging traditional facilities for the work, the LCTV team had no direct access to, or ownership of, its own data, which proved frustrating and impacted its efficiency.

LCTV wanted a self-service cloud solution that was fully managed by BASE Media Cloud so that the LCTV team could be freed up to concentrate on the core business of selling and distributing sports broadcast content more efficiently and at a lower cost. Key technical requirements included data security, resiliency and redundancy with instant access backup, archive and file sharing capabilities. Additional functionality such as simple file checking, automated transcoding and automated notifications services needed to be integrated into one bespoke solution for LCTV.

Powerful cloud-based file transfer and storage

As an IBM Business Partner and existing large-scale user of IBM Cloud, BASE Media Cloud's solutions team turned to the proven Aspera On Cloud file transfer service to support the backbone of LCTV's global media distribution portal. By using the underlying IBM Cloud Object Storage, with built-in erasure coding of data across three separate UK data centers, the team was able to provide LCTV with a solution designed for increased data security, resiliency and geographic redundancy, out of the box.

IBM is responsible for the quality of the underlying storage stack, data centers and support, while the BASE Media Cloud solutions engineers and customer support teams are able to focus on the specialized tasks of developing cutting edge media workflow solutions, managing the deployment, as well as training and onboarding LCTV users. By building the solution on IBM Cloud, BASE Media Cloud accelerated the time to launch and enjoyed the ability to quickly alter configurations based on the client's needs.

The solution that is now in place enables over 80 global production partners to upload HD broadcast master files from around the world into one centralized storage hub with BASE Media Cloud, and have this content automatically checked and

prepared for downstream distribution. Once master files are approved and ready for delivery, the LCTV sales team can easily log in to a branded media portal and, with a click, send the assets to its broadcast customers at maximum speed, anywhere in the world, via standard internet connections.

Centralized processes, greater speed, cost savings

LCTV can now send approved assets to broadcast customers anywhere in the world using standard internet connections, all at the click of a button. The LCTV team has been freed up to concentrate on selling and distributing sports broadcast content, rather than managing a complex technology stack.

The BASE Media Cloud solution has redefined the way LCTV delivers broadcast media to hundreds of global buyers, saving the client time and money, while speeding up the process of selling and delivering broadcast content. By storing the data with IBM, LCTV has access to all its own material and has better control of archive materials for future monetization while enjoying inherent cost-savings by having the data spread across multiple data centers with no added capital expense.

Furthermore, moving to an online file transfer service powered by Aspera on Cloud has enabled LCTV to eliminate the need for tape and hard

drive shipments around the world by expensive couriers, further augmenting cost-savings.

From an operational point of view, slow and time-consuming manual tasks have been minimized. Since switching to a cloud-native service managed by BASE Media Cloud, LCTV has been able to turn around uploaded master files in a matter of minutes rather than days and deliver them simultaneously to broadcasters all over the world by way of one LCTV branded portal.

The seamless integration of Aspera on Cloud with IBM Cloud Object Storage has also resulted in increased speed, agility and security. Content can quickly be sent to hundreds of broadcasters simultaneously, while services for new clients can be implemented in minutes with the assurance that all data is being handled in a way that is designed for security, with encryption in-flight and at-rest.

"Our system is designed with both us and the end user in mind, enabling our delivery team to very precisely provide programming to our networks when it is required and in an easy, secure and manageable system."

Solution components

- IBM® Aspera® on Cloud
- IBM Cloud®
- IBM Cloud Object Storage

Take the next step

To learn more about the IBM solutions featured in this story, please contact your IBM representative or IBM Business Partner. For more information on IBM Aspera solutions, please visit: <https://www.ibm.com/cloud/high-speed-data-transfer>

More about BASE Media Cloud

From the beginning BASE Media Cloud partnered with IBM Cloud to host and run its cutting-edge media workflow solutions. The company provides a global file distribution platform as well as ultra-secure, instant access backup, archive and file sharing solutions for a range of clients by using IBM Aspera On Cloud, Cloud Object Storage and Cloud Infrastructure-as-a-Service (IaaS).

BASE Media Cloud has been recognized by numerous industry awards since launch, including jointly winning the 2016 IABM Design & Innovation Awards with IBM Aspera for the deployment of Formula E's global media file distribution platform.

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