



## Christian Cinema

*Powering the aggregation of Christian movies on a custom VOD platform*

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### Overview

#### The need

As Christian Cinema moved into the VOD arena, they needed a fast, secure and reliable transfer solution to transport filmmakers' titles directly to the cloud

#### The solution

Christian Cinema selected Aspera Application Platform on Demand and IBM® Aspera® SDK to enable filmmakers to submit videos at maximum speed to the custom content management platform

#### The benefits

Filmmakers are able to upload, encode and set the pricing for films, all within 24 to 48 hours

Filmmakers can submit files from anywhere in the world, directly to the cloud

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Christian Cinema hosts the largest selection of faith-affirming and family-approved films on the Internet. The company has been selling DVDs since 1999, but in recent years they have expanded into the digital Video On Demand (VOD) arena, allowing customers to stream movies directly to their TVs, mobile devices and computers.

With around 4,000 movies on DVD, Christian Cinema set out to move most of these titles to their online platform in the cloud for digital streaming.

That's where Aspera came into play. Christian Cinema easily integrated IBM® Aspera® Application Platform on Demand into their custom content management platform, enabling filmmakers to submit their videos over the WAN at maximum speed.

### Finding a fast, secure way to globally ingest video to its private cloud

Rather than using an off-the-shelf video platform, Christian Cinema built their own fully cloud-based platform in house. By leveraging cloud infrastructure, Christian Cinema is able to combine all of the pieces of their media distribution workflow in one centralized location – including content ingest, encoding, storage and streaming to the final consumer. To supplement this VOD platform, Christian Cinema needed a way for filmmakers and distributors to send in large video files to the cloud in a secure and fast manner. Plus, providing a solution that would be easy to use was particularly important for distributors with dozens or even hundreds of movies to submit.

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*“There’s industry recognition that Aspera is a known, robust, fast transfer solution,” says Jared Geesey, Vice President, Christian Cinema.*

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## Solution components

### Software

- IBM® Aspera® on Demand
  - IBM® Aspera® SDK
  - IBM® Aspera® Connect Browser Plug-in
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*“The Aspera system was a key component in enabling us to build a complete end-to-end solution that allows filmmakers to log in, upload the film, set pricing and get it all encoded and live on the website within a 24 to 48 hour period.”*

— Jared Geesey Vice President, Christian Cinema

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Most of the video files range in size from 8 to 12GB, which made transfer by traditional technologies such as FTP a big challenge. With FTP, network interruptions and latency over the WAN resulted in failed transfers, which had to be started over from the beginning.

Shipping hard drives wasn't a viable option either because of the time it took for the shipments to journey from filmmakers located around the world to Christian Cinema's headquarters. And the files still needed to be uploaded to the cloud anyway, which would take additional time and effort.

## Integrating Aspera's high-speed file transfer technology in the custom VOD Platform

Because a lot of companies in the film space already use Aspera, it was the first solution Christian Cinema considered.

Aspera's rich set of APIs was an important factor in Christian Cinema's decision to select the solution. Using the Aspera SDK, Christian Cinema embedded Aspera's high-speed file transfer technology into their custom VOD platform, creating a seamless end-to-end video management experience for their content suppliers.

Filmmaking partners that have signed a licensing agreement with Christian Cinema can go to their individual account page to upload the titles and add any metadata, artwork, pricing and trailers.

As soon as they hit the upload button, it triggers the IBM® Aspera® Connect Browser Plug-in. The plugin client initiates the transfer in the background, and the real-time transfer status shows on the page within the browser window. They can also upload multiple files with the Aspera client running.

## Providing an end-to-end workflow that runs in a fraction of the time

Aspera on Demand allows Christian Cinema to transport content from filmmakers directly to where it needs to be – in the cloud. And because Aspera's transfer technology works over any distance, filmmakers from anywhere across the world are able to take advantage of the solution's speed and reliability.

“If we've got a release date coming and a distributor wants to get their film launched, we need to receive the video file and get it encoded right away. Aspera is a critical part of that process. Our workflow doesn't work without it,” said Jared Geesey, Vice President of Christian Cinema.

While it could take weeks to get content ingested into their system and published on their website using other technologies, Aspera drastically reduces the time it takes to upload videos and have them ready for customers on the site.

“The Aspera system was a key component in enabling us to build a complete end-to-end solution that allows filmmakers to log in, upload the film, set pricing and get it all encoded and live on the website within a 24 to 48 hour period,” added Geesey.

Security is another important component, as piracy is a huge concern in the film business. Obviously indie filmmakers and Hollywood studios alike want their content to be secure. With Aspera on Demand, they’re logging in, and sending their content, to a trusted platform.

“There’s industry recognition that Aspera is a known, robust, fast transfer solution,” concluded Geesey. “They’re a trusted brand in our space. So that adds strength to our innovative platform.”

Other notable benefits include the following:

**Fast transfers:** With high-speed FASP transfers, Aspera maximizes bandwidth and moves valuable media assets from filmmakers to Christian Cinema’s custom platform in the cloud at the fastest speeds possible, regardless of file size, transfer distance, or network conditions.

**Easy integration:** Using Aspera’s SDK, Christian Cinema was able to easily and quickly integrate Aspera within their custom, built-in-house platform for title submissions from filmmakers.

**Trusted platform:** Christian Cinema’s custom platform is strengthened by Aspera’s industry recognition as a known, robust and fast transfer solution. Filmmakers can feel confident their files are being sent to a trusted platform.

**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 filmmakers’ valuable media assets throughout the transfer process.

## About Christian Cinema

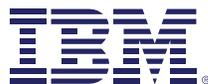
Back in 1999, video stores seldom carried faith films, and, if they did, they were VHS tapes located at the back of the store on a metal rack. That’s why Bobby Downes founded Christian Cinema.com, now the largest selection of faith-affirming and family-approved films on the Internet. The site began with just movies, then expanded to movie reviews, a DVD rental subscription program and now video streaming on demand. Christian Cinema earned a spot on the 2010 Inc. 5000 List of America’s Fastest Growing Companies.

## 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 [www.ibm.com/cloud-computing/products/high-speed-data-transfer/](http://www.ibm.com/cloud-computing/products/high-speed-data-transfer/) and follow us on Twitter @asperasoft.



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