

## Media & Entertainment

### Bringing Next Generation Content to Prime Time with High-Speed Data Transfer and High-Quality Live Transmission

From 4K to 8K to virtual reality and beyond, the media and entertainment industry is evolving rapidly. Video is being shot at ever-increasing resolutions, UHD broadcasting is gaining steam & OTT streaming continues to disrupt the industry as consumers demand more control. In the race to capture viewers, media companies are creating mountains of new content. The ability to move massive volumes of rich media across global production teams & distribution channels at high speed has never been more important.

#### Industry Trends and Innovations

##### Live & On-Demand Content

IP network based production & distribution is taking over. OTT services like Netflix have reached broad adoption, live streaming experiences are growing in popularity & viewers are demanding control over when & what they watch. Media companies need to adopt internet based workflows to satisfy modern viewing habits.

##### Global Media Production

Creating content is a global effort. Raw footage shot in remote locations is shared with post-production teams around the world using the latest cloud-based editing & publishing tools. However, ingesting large media files into the cloud or sharing over the internet is a challenge as file sizes grow.

##### Immersive Content Experiences

With studios & broadcasters adopting UHD cameras, 3D film and VR technology, the race to create next gen, immersive content is on. In addition to mastering new technology, media & entertainment companies need to determine how they will manage the exponential growth in the volumes of large media files.

#### Key Industry Challenges

- Adopting New Innovations (e.g. VR/AR, 3D)
- Streamlining Global Production
- Transitioning to IP Network Based Workflows
- Upgrading to UHD & Beyond
- Responding to Evolving Consumption Habits
- Managing Costly Live Production

#### Aspera Solution Suite

Aspera offers a complete portfolio of software products built with its patented FASP® transfer technology that enables media companies to ingest, share, send and stream large video, audio, graphics and other rich media files globally at maximum speed, with bullet-proof security and fail-proof reliability – regardless of file size, transfer distance, or network conditions. Aspera’s suite of solutions address all large video and content movement challenges including:



**Mass Transport & Ingest**



**Share & Exchange**



**Workflow Automation & Orchestration**



**Live Transmission**

#### The Aspera FASP Advantage

##### Fast

Move media hundreds of times faster than TCP by fully utilizing bandwidth, regardless of size or transfer distance

##### Secure

Enterprise-grade security with SSH authentication, data encryption in transit & at rest and data integrity verification

##### Controlled

Real-time, centralized control over transfers, nodes and users, with comprehensive logging and reporting

##### Reliable

Dependable transfers with auto resume for partial or failed sends

#### Aspera Moves Data 100X+ Faster Than FTP

MOVING A 10GB FILE				
	Network Bandwidth	Across US	US - Europe	US - Asia
Legacy Transport	100 Mbps	10-20 Hours	15-20 Hours	Impractical
	1 Gbps			
	10 Gbps			
Aspera FASP®	100 Mbps	14 Min	14 Min	14 Min
	1 Gbps	1.4 Min	1.4 Min	1.4 Min
	10 Gbps	8.4 Sec	8.4 Sec	8.4 Sec

## Use Cases

### Use Case 1: Global Video Production

#### Challenge

Film and TV production companies need to rapidly create new & captivating content, but face significant delays when moving raw video files from remote filming locations to editing and post-production teams around the world.

#### Aspera Solution

Compress production timelines and improve global collaboration with Aspera's solutions for sharing large video at high-speed. Pair with Aspera's Orchestrator to streamline transfer, encoding and other media workflows with rules based automation.

### Use Case 2: Live Sports and Events Transmission

#### Challenge

Broadcasting real-time, high quality transmissions of live sports, music and events requires costly and inflexible satellite and/or dedicated fiber networks. Alternative IP-based live transmission solutions introduce significant delays with buffering at start-up and during transmission with glitches / lower quality due to network latency.

#### Aspera Solution

With Aspera's FASPStream software, broadcasters can transmit live 4K quality footage over global commodity networks with minimal ramp up, complete scalability and significant savings. Unlike other IP-based solutions, FASPStream provides reliable, glitch-free viewing with negligible pre-buffering.

### Use Case 3: Field Reporting and Footage Contribution

#### Challenge

Global news and sports reporting teams are unable to quickly and securely upload breaking news video footage from the field over unreliable mobile & slow Wi-Fi networks.

#### Aspera Solution

Aspera's Mobile Apps enable remote reporting teams to securely & reliably upload footage from anywhere at speeds 100s of times faster over Wi-Fi and many times faster over cellular networks. Mobile edit bays can accelerate workflows with high-speed Aspera transfers on any device and network.

### Use Case 4: Remote Review and Approval

#### Challenge

Shipping physical media or using traditional file transfer tools fail to provide the speed needed for near-real time sharing of HD video clips across remote agencies, film directors, FX studios and creative teams for short turnaround review and approval cycles.

#### Aspera Solution

Aspera's collaboration suite and integration with leading media editing and management tools make sharing HD video footage across review and approval workflows in near-real time possible, no matter how remote the teams or large the files.

### Use Case 5: Online Media Aggregation

#### Challenge

Online video and music providers struggle to ingest GBs and TBs of new daily content within tight release cycles resulting in content portals that are outdated.

#### Aspera Solution

Fast, reliable and predictable transfers with Aspera solutions make it possible for online media providers to securely ingest massive volumes of new content daily so subscribers have access to the latest movies, music and TV shows.

## Customer Success Stories

### Universal Greatly Reduces Production Timelines

After integrating Aspera Faspex into their film production workflows, Universal Pictures was able to onboard new production teams 2-3 weeks faster and significantly expedite the sharing of critical, multi-GB, end-of-day footage.

### Netflix Moves TBs of Content into the Cloud 10X Faster

Using Aspera On Demand, Netflix ingests 30TB+ of new content a month into their cloud platform at speeds 10X faster than previous solutions. This ensures their subscribers always have access to the latest movies & TV shows.

### UFC Promotes Content to Global Fans while Reducing Costs

Replacing FTP with Aspera, UFC moves promotional video shot at venues into the cloud 100X faster making it possible to share with fans before fights start. Additionally, Aspera's high-speed ingest directly into AWS helps the UFC reduce on-premises storage costs 50%-90%.

Questions? Learn more at [www.ibm.com/aspera](http://www.ibm.com/aspera) or contact Aspera Sales at [aspera-sales@ibm.com](mailto:aspera-sales@ibm.com)