



# Enabling Distribution of Sports Content to Media Outlets at High Speed

## AT A GLANCE

### Industry

Media & Entertainment

### Products

Aspera Connect Server  
Aspera *aspex*™

### Challenge

Gather sports content from universities and make it available to media outlets as quickly as possible.

### Solution

Use Aspera software to upload content from schools and transfer video files to a customized web portal where media outlets can download the content they need via high-speed *aspex* transfers.

### Results

- ACC can now make sports content available by 4 pm so media outlets can incorporate into their programming in time for the 6 o'clock news.
- 1 GB of video content can now be transferred in less than a minute vs. 20 minutes previously.

The Atlantic Coast Conference (ACC) is one of the premiere conferences in collegiate athletics whose league office manages championships for 25 sports that its 12, soon to be 15, member institutions compete in as well as manages the media rights to the league.

The ACC Advanced Media department is responsible for producing video content for media outlets, distributing press conference coverage, highlights, and special event footage to local television stations, networks, and online content providers. The Advanced Media team originally focused primarily on football but has since expanded its reach to include a variety of other athletics, including basketball and many Olympic sports.

Using Aspera's patented high-speed transfer technology, the ACC ingests video content from the schools at maximum speed and makes it available to media outlets via fast and reliable *aspex*™ transfers from a customized web portal.

## CHALLENGE

Guided by their goal to make content available to media outlets in a timely manner while it is still interesting and relevant, the ACC set out to replace the tape-based system they had relied on in the past and move to a digital file workflow for distribution.

Previously, the ACC had to wait several days

for content to arrive on tape via FedEx, and by the time it was cut and put up on the satellite feed, the content was already old news – and that didn't fly in today's fast-

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Assistant Commissioner for Advanced Media  
ACC

paced world. The conference needed to have content ready for broadcasters on the same day as it was collected and within hours of the event, so that the nearly 200 media outlets that subscribe to ACC's distribution service could incorporate the content into their programming in time for the evening news.

## SOLUTION

The ACC deployed software solutions from Aspera to meet their increasingly time-sensitive deadlines. First selecting Aspera Connect Server to speed up the end-to-end process from content ingest to distribution, the ACC later made the switch to *aspex* at the beginning of 2013 to take advantage of automated email notifications as well as data analytics that capture the details of user content consumption.

## BENEFITS

**Fast speed:** Aspera FASP powers high-speed transfers along the distribution chain, from schools to the AVCS web portal and out to media outlets, achieving maximum throughput regardless of file size, transfer distance, or network conditions.

**Bandwidth control:** With extraordinary bandwidth control, the ACC can set transmission rates to accommodate heavy traffic or prioritize important deliveries.

**Automated distribution of files:** Digital deliveries are automated, saving time and hassle when content is sent in from multiple schools and reducing the risk of losing files due to human errors in a manual process.

**Easy-to-use web interface:** Aspera *faspex* provides an intuitive web interface, making it fast and easy for schools to upload content and for media outlets to locate the video files they want and initiate high-speed downloads.

## ABOUT ACC

The Atlantic Coast Conference, now in its 60th year of competition, has long enjoyed the reputation as one of the strongest and most competitive intercollegiate conferences in the nation. Since the league's inception in 1953, ACC schools have captured 127 national championships, including 67 in women's competition and 60 in men's. In addition, NCAA individual titles have gone to ACC student-athletes 146 times in men's competition and 102 times in women's action.

To learn more, visit [theACC.com](http://theACC.com) or follow them on twitter @theACC

To pull in HD video content from schools, the ACC set up a series of workgroups and designated one for each of its member schools. Administrators at each school simply upload content into their workgroup, where the ACC pulls it down to their AVID platform for editing and then adds watermarking and creates versions in both ProRes and H.264 video compression formats. Using *faspex*, the ACC uploads the files to a customized web portal where media outlets can access them and select the content they need. Additionally, the ACC has created workgroups for their television partners, ESPN, Raycom Sports, ACC Digital Network and Fox Sports Net South to share content with the conference.

Using Aspera's SDK to customize the platform with ACC branding, the conference built the strong and robust portal, known as the ACC Video Clip Service (AVCS), with the intention of providing a simple and easy experience for the media members accessing it.

Due to restrictions emplaced by media rights holders, highlights can only be made available for 7 days, and *faspex* allows ACC to control how long content stays on the site before it is deleted.

## RESULTS

With high-speed transfers from Aspera, the ACC has shortened their end-to-end workflow while benefitting from other helpful *faspex* features, including detailed reporting and email-based collaboration and notifications.

The ACC has received positive feedback from both the schools contributing content and the media outlets consuming it. "Our schools have been very pleased with the ease at which the platform works," said Scott McBurney, ACC Assistant Commissioner for Advanced Media.

The outlets benefit from email capabilities that allow the ACC to alert end users through email, providing outlets with the content they need without requiring any extra effort on their part. Plus, the ACC can include information describing the content directly in the body of the emails, a much simpler process than their previous system of filling the file name with as many tags as possible or even sending separate emails.

Immediacy is extremely important in the media industry, and the ACC can now make content available on its platform by 4 pm to give media outlets enough time to incorporate it into programming for the 6 o'clock news. *faspex* allows the ACC to become more aggressive in hitting media deadlines. "With Aspera, we don't have to wait on a third party to move our content around," said McBurney. "We're now in control of our own destiny and better able to capitalize on providing a seamless platform to all of our constituents."

The ACC can now move a 1GB file in less than a minute, while previously it took over 20 minutes. Flexible rate control allows the ACC to increase or decrease transmission rates to accommodate heavy traffic periods or prioritize important transfers.

With faster video content transfers, the ACC can get to work faster, increase productivity, and turn around content to the media outlets that depend on them in time for the evening news.

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## About Aspera

Aspera 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 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.

Learn more at [www.asperasoft.com](http://www.asperasoft.com)