



Powering hybrid mediastorage platform by seamlessly linking public cloud and private cloud infrastructure

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Files

Aspera Application Platform on Demand

Challenge

BASE Media Cloud wanted to provide a media distribution solution for customers to quickly and securely transfer HD and 4K video files across the world while also satisfying requests for package sending, dropboxes and proxy video thumbnail preview.

Solution

In just a few weeks, BASE Media Cloud quickly deployed Aspera Files, a SaaS solution for high-speed file sharing, to fully support customers' numerous file transfer needs.

Results

- Customers can now send and receive media packages from anywhere in the world, on demand, within strict timescales.
- BASE Media Cloud successfully deployed the Aspera Files distribution platform for customer Aurora Media Worldwide, which delivered multiple Terabytes of video files to broadcasters around the world.

BASE Media Cloud is a virtual managed service provider that offers cloud-based solutions for digital media companies in production, post production and distribution. By leveraging the cloud and tapping into subscription-based service model offerings, BASE Media Cloud is able to deliver cutting edge tools on demand to streamline media workflows and improve collaboration while keeping costs low.

BASE Media Cloud's on demand cloud delivery model relies significantly on the power of high-speed file transfer and distribution software. By leveraging Aspera Files, the ground-breaking SaaS offering for high-speed file sharing using any infrastructure combination, BASE Media Cloud can enable customers to securely access and move large media files and folders located anywhere, to anywhere and with anyone. Aspera Files empowered BASE Media Cloud to build out its fully managed, on demand solution with a high-speed file transfer backbone for broadcast media agency Aurora Media Worldwide in support of the FIA Formula E Championship - the world's first fully electric racing series.

CHALLENGE

The quantity and size of high-quality media files that must be acquired, processed and delivered during the media production process continues to rise with no sign of slowing. Customers need to move file-based broadcast masters, digital cinema packages

(DCP), Video on Demand content and other large media files in HD to 4K and higher resolutions to multiple stakeholders across time zones. They require their business-critical broadcast and film content to be transferred securely and predictably, all while maintaining affordable costs.

BASE Media Cloud wanted to provide the best file distribution solution available for their valued clients, taking into consideration its pay per use pricing model and the high quality standards of its user experience.

“Aspera is a respected player, particularly in the world of broadcast and film distribution.”

 Ben Foakes

Founder & Managing Director, BASE Media Cloud

The solution needed to adhere to its on demand delivery model to keep costs and pricing reasonable, to appeal to customers ranging from small to large businesses, which traditional on-premises transfer solutions were too cost-prohibitive to accommodate. In addition, customer requests were pouring in for premium features such as package sending, dropboxes and proxy video thumbnail previews.

SOLUTION

As its clients began requesting a fully-managed Aspera transfer solution by name, BASE Media Cloud began working closely

BENEFITS

Fast transfers

With high-speed FASP transfers, Aspera maximizes bandwidth and enables BASE Media Cloud's customers to send and receive large video files on demand at the fastest speeds possible, regardless of file size, transfer distance, or network conditions.

On demand model

Aspera Files complements BASE Media Cloud's on demand business model with its pay-as-you-go service model and ability to scale fluidly on demand.

Ease of use

Aspera Files' intuitive user interface allows users to effortlessly upload and download files, regardless of technical expertise and with little instruction or training required.

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 customers business-critical media files throughout the transfer process.



ABOUT BASE MEDIA CLOUD

BASE Media Cloud Ltd is a unique cloud-based managed services provider, redefining digital storage and workflows for Media & Entertainment clients. The Company provides cost saving pay per use Cloud Storage and tailored Software as a Service workflow solutions for media companies operating in Production, Post Production and Distribution, across digital media segments including Broadcast, Advertising, Publishing, Rights, Brands, Online Video and Digital Cinema. Beyond generating major cost reductions, BASE Media Cloud helps solve the increasing challenges faced by the media industry, brought about by an exponential rise in the volume of high quality media files being acquired, stored, processed and distributed throughout the media production lifecycle.

with the Aspera team to develop the optimal solution to best serve its clients' needs while complementing BASE Media Cloud's cloud-centric business model.

When Aspera rolled out Aspera Files, the SaaS solution for high-speed file sharing, BASE Media Cloud quickly deployed and tested it. By adding Aspera Files to their rich catalogue of cloud-based tools, BASE Media Cloud can effectively support the numerous file exchange needs that inundate media businesses today, while staying true to their on demand business model that saves customers the trouble and cost of purchasing, managing and supporting their own hardware, software and teams of engineers.

BASE Media Cloud offers Aspera Files as part of its fully managed media distribution service, allowing customers to simply access the BASE Media Cloud branded Aspera Files workspace and immediately benefit from the speed, flexibility, and security of the tool, with no need for onsite infrastructure. Content can be stored and accessed in multiple private cloud and public cloud storage regions located all over the world. Sharing is as easy as drag-and-drop, regardless of content location and workspace, and content remains private with easy peering with trusted third parties.

RESULTS

In January 2016, BASE Media Cloud successfully deployed its first branded Aspera Files distribution platform for broadcast media agency Aurora Media Worldwide in support of the FIA Formula E Championship. Formula E is a groundbreaking FIA single-seater championship and the world's first fully electric racing series, serving as a framework for R&D around the electric vehicle, accelerating general interest in these cars and promoting clean energy and sustainability. Aurora Media Worldwide used Files to deliver HD packages comprising race material, VT inserts, VoD clips and branded content – amounting to multiple Terabytes of media throughout the series – to broadcasters including FOX, CNN, Eurosport and ITV.

"In the quick turnaround world of content distribution, BASE Media Cloud needed to be able to offer our clients the ability to send and receive media packages from anywhere in the world, on demand, within strict timescales," said Ben Foakes, Founder and Managing Director, BASE Media Cloud. "By leveraging the underlying performance of Aspera's core FASP technology, paired with the ease of use of the new Files interface, BASE was able to offer improved services to our broadcast customer base."

Using Aspera's secure content access key system, BASE Media Cloud was able to securely wrap their public cloud and private data center storage in an easy to use package. Non-technical users can easily administer permissions, add users, and share files, folders and public links. By leveraging this hybrid cloud distribution service, BASE Media Cloud supports secure high-speed business-to-business file sharing for their clients. As the company continues to grow its business, Aspera Files can scale fluidly to accommodate increases in transfer demands.

"Aspera is a respected player, particularly in the world of broadcast and film distribution," added Foakes. "By adding Aspera to our established platform, we are opening up our services to new markets and a wider customer base, including Aspera's existing enterprise customers who can now seamlessly connect to us with server-to-server integrations."

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About Aspera

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.

Learn more at www.asperasoft.com and follow us on Twitter @asperasoft for more information.