



High-speed digital cinema content distribution with Aspera on Demand

AT A GLANCE

Industry

Media & Entertainment

Products

Aspera Server On Demand

Aspera Shares On Demand

Aspera Console

Challenge

High-speed transfer of multi-gigabyte digital cinema files between globally dispersed suppliers, distributors and customers.

Results

- Digital content deliveries take minutes and hours instead of days or weeks.
- Powerful security model eliminates the need to maintain multiple content copies, saving storage space and reducing scope for human errors.
- Detailed transfer tracking and reporting helps streamline billing and auditing.
- Pay-as-you-go business model eliminates risky and costly IT infrastructure outlays.

Based in Melbourne, Australia, Cinema Cloud provides cloud-based digital cinema distribution services that help cinemas receive content faster and more reliably than physical media shipments or inefficient traditional transfer technologies. Running on Amazon Web Services (AWS), Cinema Cloud receives numerous video files daily from a network of global partners and distributes them to its cinema customers across the APAC region. To enable its web-based content distribution, Cinema Cloud leverages Aspera Shares On-Demand as the core infrastructure element to provide high-speed, secure media file transfers over the WAN in and out of the Amazon S3 cloud storage.

CHALLENGE

Traditionally, physical media shipping methods were the only option available to distribute cinema content in APAC. This created a costly logistical challenge that required replication of content and maintenance of up to 50 pelican cases with hard drives out in the field, rotating on a regular basis. In addition to shipping delays across the vast territory, shipping damages and wear-and-tear on the drives often forced costly one-off replacements.

To better serve its customers, the Cinema Cloud service was developed as a cloud-based web application for high-speed, secure media file distribution over the WAN. When designing the system, Cinema Cloud quickly ruled out traditional TCP-based transfer

technologies, such as Amazon cloud's native HTTP transport, due to their inherent performance bottlenecks and inability to fully utilize the available bandwidth. With those limitations, transfer speeds and reliability standards would not have been acceptable to Cinema Cloud customers.

“We have always been impressed with Aspera’s speed and reliability for intercontinental file transfers. Choosing Aspera as the transport foundation for our service makes cloud-based video hosting and distribution technologically feasible and cost effective.”

 Tony Laughton
CEO, Cinema Cloud

SOLUTION

Having experienced the benefits of FASP® transport technology by using Aspera client software to receive content from partners in the US and the UK, Cinema Cloud successfully tested and then deployed Aspera Shares On Demand to power the service. The combined use of cloud infrastructure and Aspera technology allows Cinema Cloud to achieve scale out of transfer capacity on demand, while maintaining

BENEFITS

Maximum speed

Enables large content transfers over any network at maximum speed, directly to and from the cloud storage, with Aspera's Direct-to-S3 technology.

Complete security

Includes built-in security for user authentication and access control, data encryption in transit and at rest, and data integrity verification.

Reliability

Automatically resumes partial transfers and retries failed transfers.

Cloud-ready solution

Available directly on AWS, Aspera Shares On Demand scales with the needs of the business, eliminates the need for costly and time-consuming IT infrastructure build-outs, and unifies content residing on premise and in the cloud.

Advanced Reporting

Visibility over all file transfer activity with comprehensive real-time notification, logging and customizable reporting.

complete security of the content end-to-end.

In addition to high-speed transfers, Cinema Cloud relies on the administrative features of Aspera Shares to tightly control access to content, down to individual files, to ensure that customers can only view and download specific items they are entitled to without having to create and manage multiple copies of the same files. With Shares, Cinema Cloud functions as a unified solution to collect content from partners around the world, organize it, and distribute it to customers; all from a simple, intuitive interface backed by Aspera's high-speed FASP-powered file transfers.

RESULTS

Cinema Cloud is quickly becoming a ground-breaking service that is receiving acclaim from customers and partners. For customers, the biggest benefit is the speed with which they can receive new content. Physical shipments used to take 5 days or longer, regardless of the amount of content being transported. With Shares, Cinema Cloud customers can now download content in minutes or hours. Powered by Aspera's patented FASP transport technology, a transfer of a 30GB Blu-ray to Taiwan or Germany takes only a few hours and eliminates the risks of shipping damages and customs clearance delays.

“With Aspera On Demand, we no longer have the uncertainty of shipping delays and losses. Aspera’s transport platform is tightly integrated into our Cinema Cloud service providing high-speed distribution with complete visibility into transfer activity, which is a huge benefit for reporting, billing and auditing.”

 Tony Laughton
CEO, Cinema Cloud

Aside from high-speed content deliveries to its customers, Cinema Cloud also benefits from an easy-to-use Aspera Shares interface that enables it to quickly configure customer permissions such as viewing and downloading of specific files and folders without facing the laborious, expensive and error-prone task of maintaining multiple folders and file copies for different customers. Additionally, Cinema Cloud staff have complete visibility into the transfer activity via Aspera Console and can monitor upload and download completions to streamline reporting, billing and auditing.

The cloud-based infrastructure model is a perfect fit for Cinema Cloud, as it allows it to scale its operations on demand, accommodate spikes in content volume, and take advantage of business opportunities without the risk of investing in expensive IT infrastructure.



ABOUT CINEMA CLOUD

Cinema Cloud provides digital cinema content distribution services across Australia and Asia-Pacific. Its cloud-based service is ideal for cinemas that want to receive content quickly and securely over the WAN.

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.