



# High-speed, automated distribution of feature films and other media assets across South Africa

## AT A GLANCE

### Industry

Media & Entertainment

### Products

Aspera *faspex*

Aspera Orchestrator

### Challenge

Digital Workshop needed a reliable and predictable high-speed file transfer solution to speed content deliveries to broadcasters and cinemas across South Africa.

### Solution

Aspera *faspex* for secure, reliable, high-performance delivery of digital content, independent of file size, network condition and distance, and Aspera Orchestrator for workflow automation.

### Results

- Delivery time of feature films and digital assets to broadcasters has decreased drastically.
- Overall distribution capacity has increased from 500 gigabytes to 3 terabytes.

Digital Workshop is a boutique full-service film and television post-production house offering services for cinema, broadcast and online industries. Based in South Africa, the facility handles all aspects of post production, including video editing, audio final mix, DCP encoding, digital transfers, Blu-ray and DVD authoring, creative editorial and consulting for film, television and digital campaigns.

Digital Workshop uses Aspera's FASP® high-speed transfer technology to ingest, manage and distribute hundreds of hours of diverse media content it receives daily from global content owners.

## CHALLENGE

Digital Workshop receives up to five terabytes of Digital Cinema Package (DCP) trailers, Electronic Press Kit (EPK) packages, artwork, TV spots and film trailers from global film studios, content distributors and business partners each month. After it's ingested, content is further processed internally and distributed to local broadcasters, distributors and publicity outlets.

Physical shipments were commonly used to distribute these assets in the past, but delays were common and on occasion it would take several weeks for tapes to

make their way through South Africa's postal system. As a result, deliveries were unreliable and often time-consuming.

With the growing volume of global content it was receiving and the gradual change in the region from tape to

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 David Rypstra  
Managing Director, Digital Workshop

tapeless production, Digital Workshop was encouraged to seek a more efficient way to manage its complex workflows for processing hundreds of files in multiple formats, as well as a solution that would allow them to distribute content faster and more reliably, despite severe challenges with latency in South Africa.

## SOLUTION

Digital Workshop selected Aspera *faspex*™ and Aspera Orchestrator to quickly and

## BENEFITS

**Fast transfers:** Aspera *fastpex* enables high-speed digital content transfers across South Africa, regardless of file size or network conditions.

**Ease of use:** Aspera *fastpex* offers an intuitive web-interface that's easy to use for technical and non-technical employees alike with no need for additional training.

**Automation:** Aspera Orchestrator's powerful workflow automation engine manages large volumes of diverse media files while providing complete control and transparency over the transfer environment.

**Strong security:** Aspera's enterprise-grade security plan features built-in, thorough SSH authentication, encryption in transit and at rest, and data integrity verification for each transmitted block, protecting valuable media assets throughout the transfer process.

securely distribute feature films and high-definition assets digitally. Installed, customized and running within just three hours, Aspera *fastpex* provides an intuitive, user-friendly interface for individuals and groups to transfer files and directories of any size at high speed. The solution provides optimal performance in spite of poor connectivity and bandwidth limitations common in South Africa, offering HTTP fallback for highly restrictive network environments and automatic resume and retry of partial or failed transfers. An integrated email notification alerts authorized users when content is successfully delivered and downloaded.

Aspera Orchestrator automatically manages hundreds of diverse media files every day, offering a variety of interfaces and plug-ins for transcoding and quality control. Orchestrator was embedded directly into Digital Workshop's existing IT-infrastructure, enabling automation of complex workflows. Any type of digital asset received from business partners can now be securely ingested, processed into the requested format and finally distributed to South African broadcasters in a variety of resolutions, bitrates and formats. Orchestrator ensures that each processing step is completed accurately and content delivered correctly without any manual intervention.

*“Now we're able to receive, process and supply high-quality content faster than ever before. Our fast delivery and reduced turnaround time positions us ahead of the competition in South Africa.”*

## RESULTS

Using Aspera, Digital Workshop is able to receive, process and distribute high-quality content faster than ever before. No longer hindered by the challenges presented by tape delivery, the company has expanded its file delivery capacity from 500 gigabytes to three terabytes per month, including approximately 30 music videos and 10 feature films.

Aspera Orchestrator enables complete automation and transparency of the internal workflow, providing end-to-end, reliable and predictable transfers between Digital Workshop and local broadcasters. Aspera Orchestrator continuously monitors every stage of the workflow and notifies the authorized users in case of any delay or failure.

“Our investment in Aspera solutions has enabled us to enormously simplify our internal processes and save considerable time that was previously taken up with manual tasks. Now we're able to receive, process and supply high-quality content faster than ever before. Our fast delivery and reduced turnaround time positions us ahead of the competition in South Africa,” said David Rypstra, Managing Director at Digital Workshop.

Thanks to Aspera, Digital Workshop fully utilizes available bandwidth to deliver content at maximum speeds, reducing turnaround time on an unprecedented scale in South Africa.

 David Rypstra  
Managing Director, Digital Workshop



## ABOUT DIGITAL WORKSHOP

Digital Workshop is a television and film post-production house offering services for cinema, broadcast and online industries. The company has been creating TV commercials, music videos and television shows since the early 1980's and handles all aspects of post production, including video editing, audio final mix, DCP encoding, digital transfers, Blue-ray and DVD authoring, creative editorial and consulting for film, television and digital campaigns.

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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](http://www.asperasoft.com) and follow us on Twitter @asperasoft for more information.