

High-speed content ingest and workflow automation

AT A GLANCE

Industry

Media and Entertainment

Products

Aspera Client
Aspera Point-to-Point
Aspera Enterprise Server
Aspera Console
Aspera Orchestrator

Challenges

High-speed transfer of digital assets with automated file-based workflows.

Results

- Increase in transfer speed and reliability of digital content
- Budgeting of bandwidth usage based on network capacity
- Prioritization of transfers allowing faster delivery of the most urgent files
- Reduced operational costs with completely automated transfers and workflows
- Improved visibility into operations with advanced management and reporting

Cable, satellite and IPTV service provider FOXTEL is Australia's largest subscription television provider delivering content to over 1.63 million homes. The broadcaster strives to ensure that over six million viewers always find TV they want to watch through delivery of more than 200 channels covering news, sports, general entertainment, movies, documentaries, music and children's programming.

CHALLENGE:

As the media and entertainment industry moved away from tape-based workflows, FOXTEL needed to control increasing costs associated with shipping physical tapes, and automate content ingest, management and reporting across their broadcast chain while improving employee productivity.

SOLUTION:

After a comprehensive evaluation of available technologies and close collaboration with vendors, FOXTEL chose Aspera to deliver a solution comprised of several software modules including the Aspera Orchestrator workflow automation platform, as the core of its new contribution file delivery system. Aspera experts designed a cost-effective

and scalable workflow architecture that maximizes usage of network bandwidth and automates the entire digital content supply chain. A large group of content providers perform high-speed uploads of media assets

“With superior file transfer technology and its dynamic and flexible Orchestrator workflow management platform that makes it simple to integrate third-party processing tools, Aspera was the clear choice for us.”

● Adam Scott
Director Broadcast Operations at Foxtel Systems

to the new contribution system. All files first move through a virus scanner check to maintain integrity and safety of the entire FOXTEL network. If an intrusion is detected, the file is quarantined and a notification is sent to the administrator for further action. If the content is determined to be clean, programming is then routed, paired with metadata as required and cycled through the rest of the supply chain to separate and specific HD and SD storage destinations to await scheduled play out.

BENEFITS

Maximum speed: Enables large data set transfers over any network at maximum speed, source to destination, regardless of network conditions or distance.

Extraordinary bandwidth control: Provides precise prioritization and rate control (pre-set and on-the-fly) for guaranteed transfer times. Adaptive rate control fully utilizes available bandwidth while remaining fair to all other network traffic.

Complete security: Includes built-in security using open standard cryptography for user authentication, data encryption and data integrity verification.

Robust: Automatically resumes partial transfers and retries failed transfers.

Software only solution: Uses standard, unmodified IP networking and is implemented in software as an application protocol. Requires no changes to the operating system and no new appliances.

Advanced Reporting: Visibility over all file transfer activity with comprehensive real-time notification, logging and advanced reporting.

Automated Workflows: Easy authoring of complex file-based workflows with a visual designer and a rich library of plug-ins for leading transcoding, quality control, virus scanning, ad insertion, and digital fingerprinting solutions.

ABOUT FOXTEL

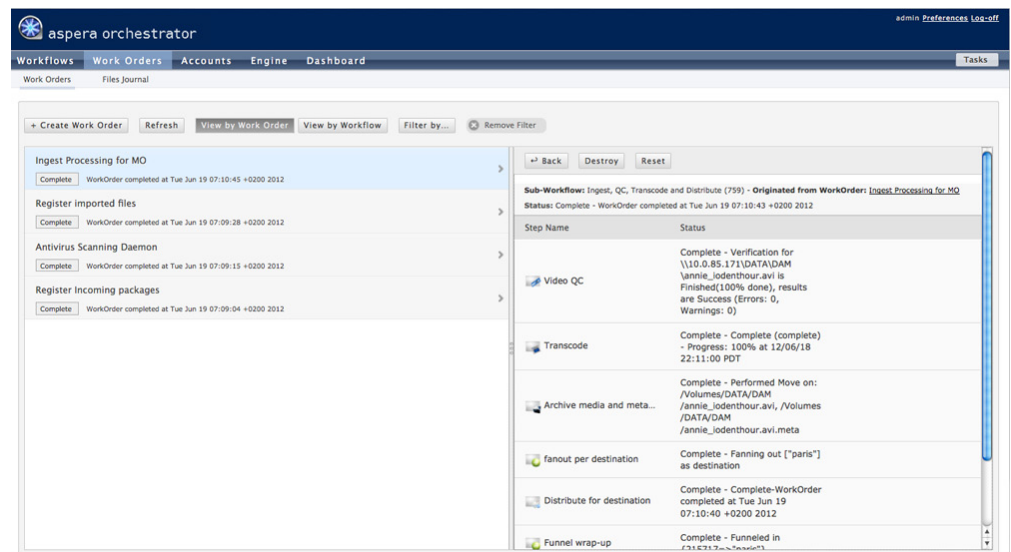
FOXTEL is Australia's leading subscription television provider and is connected to over 1.63 million subscribing households on cable and satellite through retail and wholesale distribution.

RESULTS:

The deployed system has been successful in reducing the burden on FOXTEL human resources thanks to its high-speed transfer and automation capabilities and allows for the budgeting of bandwidth usage based on network capacity. Transfers occur at maximum allocated bandwidth, while allowing FOXTEL to seamlessly prioritize and expedite the transfer and delivery of the most urgent files. The Aspera Console web based centralized management application powers automated transfers, and provides advanced reporting functionality which allows reports to be generated, organized, sorted and filtered by virtually any transfer attribute (paths, IPs, status, etc.), including custom categories and metadata assigned to transfers within the various Aspera applications. Report templates are scheduled through the system, run automatically and are delivered via email to the appropriate functional groups. This comprehensive reporting functionality was particularly important to FOXTEL management to address their billing requirements.

“Virtually every major media and entertainment studio and broadcaster in the world uses Aspera, so it makes sending and receiving content routine”

 **Adam Scott**
Director Broadcast Operations at Foxtel



The screenshot displays the Aspera Orchestrator web interface. The top navigation bar includes 'Workflows', 'Work Orders', 'Accounts', 'Engine', and 'Dashboard'. The main content area shows a list of work orders on the left and a detailed view of a completed sub-workflow on the right. The sub-workflow details include a table of steps:

Step Name	Status
Ingest Processing for MO	Complete - WorkOrder completed at Tue Jun 19 07:10:45 +0200 2012
Register imported files	Complete - WorkOrder completed at Tue Jun 19 07:09:28 +0200 2012
Antivirus Scanning Daemon	Complete - WorkOrder completed at Tue Jun 19 07:09:15 +0200 2012
Register Incoming packages	Complete - WorkOrder completed at Tue Jun 19 07:09:04 +0200 2012
Sub-Workflow: Ingest, QC, Transcode and Distribute (759) - Originated from WorkOrder: Ingest Processing for MO	Status: Complete - WorkOrder completed at Tue Jun 19 07:10:43 +0200 2012
Video QC	Complete - Verification for \\10.0.85.171\DATA\DAM\annie_jodenthour.avi is Finished(100% done), results are Success (Errors: 0, Warnings: 0)
Transcode	Complete - Complete (complete) - Progress: 100% at 12/06/18 22:11:00 PDT
Archive media and meta...	Complete - Performed Move on: /Volumes/DATA/DAM/annie_jodenthour.avi, /Volumes/DATA/DAM/annie_jodenthour.avi.meta
fanout per destination	Complete - Fanning out ["paris"] as destination
Distribute for destination	Complete - Complete-WorkOrder completed at Tue Jun 19 07:10:40 +0200 2012
Funnel wrap-up	Complete - Funneled in 7316717...75x6671

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